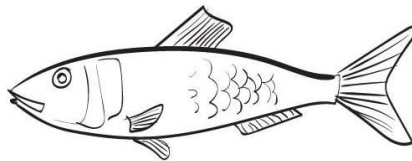
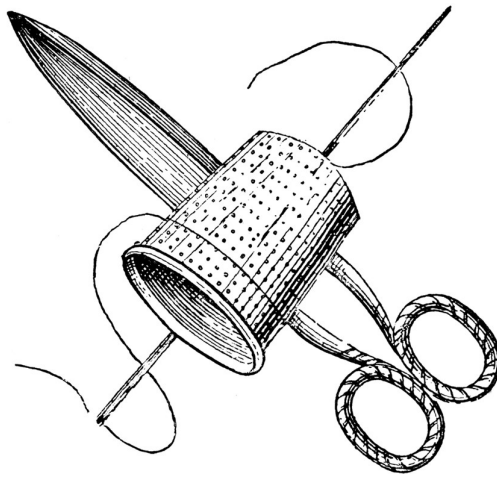


Silken Handkerchiefs & Silver Herring



**The Brands of Nineteenth Century Yarmouth & Lowestoft
Tailors, drapers, clothiers & fishermen's outfitters**

Steve and Julie Smith



First Published 2018

First Edition



Moonbrand Publications

Docking Farm Cottage

Docking Farm

Oulton

Norwich

NR11 6QZ

moonbrand@largeinnorfolk.com



Moonbrand Publications © 2018

Coming Soon

A Fiercely Independent Woman

The Story of Ethel Brand MD



About the authors

Steve Smith

Steve has had what is often called a portfolio career having been a writer in the music industry; an IT professional; and worked with people with learning disabilities for many years both as a volunteer and as a senior manager in a charity. Recently he took a career break and is reigniting his writing. This and the planned companion volume about Ethel Brand are two projects spinning out of his interest in family history although unlike his sister who is dedicated to the genealogical cause, Steve dips in and out as is his whim. His other great research passion is the history of the charity Toc H and he publishes occasional articles on his One Hundred Years of Toc H blog. He lives near Aylsham with his partner Hazel and Bonnie the poodle.

Julie Smith

Julie spent a lifetime working in the bank before retiring early to look after their aging mother until her death. She has always had a passion for local and family history and has spent 30 years getting the family tree to where it is now. Most of the matriarchal side is from Norfolk so she can often be found wandering in graveyards around the county desperately seeking out another relative. She tries not to find too many previously unknown living relatives since they are not as easy to deal with. Her graveyard treks help her with her quest to visit and photograph every church in Norfolk. Julie lives in Holt with a couple of cats and rather a lot of books.

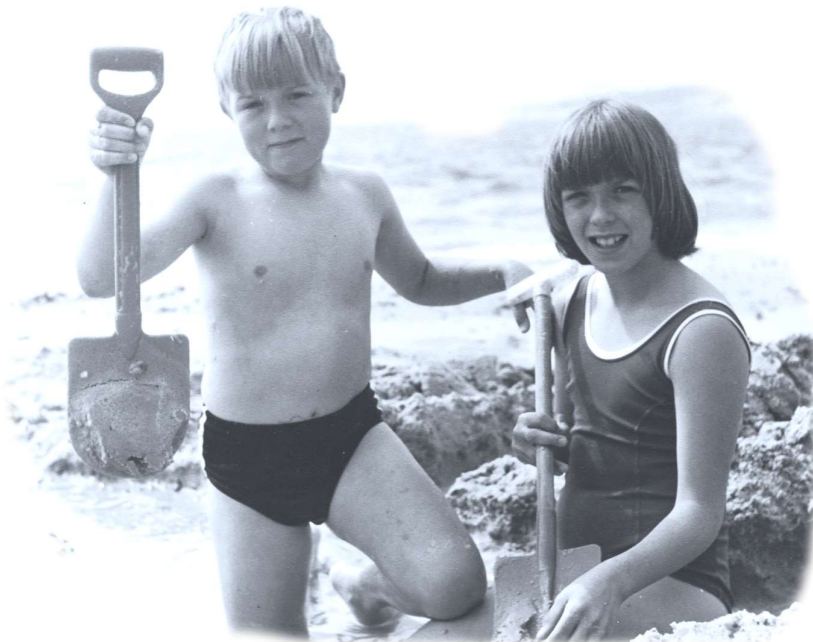


Figure 1 The authors on Gorleston Beach a lifetime ago ©R.A.Smith

Acknowledgements

Projects like this can't be researched without accessing a myriad of online and off-line resources.

For this book I particularly need to mention Find My Past, Ancestry UK, and Family Search. Also the Internet Archive, Norfolk eMap Explorer, Norfolk Heritage Explorer and every far-flung specialist website that Google flings you to. Also I must mention the numerous local history related facebook groups that have sprung up. Not only do they give you access to some very specialist and focussed resources, they offer a crowdsourced research team like no other. How on earth did we do this before the internet?

In the real world, the Norfolk Record Office and Millennium Library are both great resources and of course just getting out there and walking where our ancestors walked helps a lot. My sister and I did a lot of that.

Individuals too proved helpful both online and in the flesh. To list them all would risk missing some out but I will mention Michael Teun for opening his Broad Row notes to us; to my mum Hilda Smith for all the tales she told us when she was alive, and my dad Reg Smith for the myriad of photos he took over the years

Photographs

We have tried to preserve and acknowledge copyright where possible but in this internet age where images are splattered all over the place without any credit that is not always easy. Given that this is a non-commercial project I hope any infringed copyright holders can forgive us

Mistakes

We have tried to put together an in depth story from a rag bag of sources. We have worked hard to eliminate errors but we know that many will remain. We welcome corrections, amplifications, or clarifications – after all, that's how we learn.

Currency Updates

Currencies are converted to modern equivalence using the National Archives Currency Converter. It is widely acknowledged as one of the most useful, calculating equivalent purchasing power and not just inflation based increases.

Contents

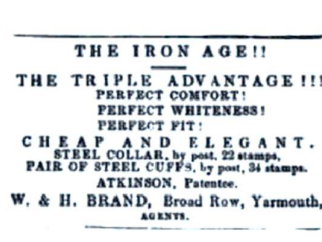
Acknowledgements	5
Introduction.....	7
Suffolk Beginnings	9
Give My Regards to Broad Row	10
After William.....	15
Prudence Stands Down	18
A Close Shave.....	22
Henry Remarries	24
Further Growth.....	27
Ethel Arrives	32
Death of Henry	35
Appendix 1 - A Life Beyond Work.....	42
Appendix 2 - Shoplifters Will Be Prosecuted	58
Appendix 3 - Fishery Exhibitions.....	68

Introduction

This story is told by myself, Steve Smith, and my sister Julie Smith. Most of the words here are mine but they are only possible because of the thirty plus years my sister has put in researching all branches of our family tree. In that time I have dipped in and out but not had the staying power she has. Now though, we are trying to put flesh on the long-dead bones of some of our ancestors and have been working – in a remarkably well-tempered collaboration – to do just this.

This first piece focusses on the rag-bag rag-trade relatives on our mother's father's maternal line. It came about almost by accident. When starting research on a book about one relative whom we admire, we uncovered this story of the Brands. The family name was well known to us since there were still some around when we were growing up and many more were known to our mother in her lifetime. We didn't quite realise how successful they had been in their heyday. There was, of course, no money left in our day nor many physical vestiges of the business. Though as we were to find out, our direct ancestor, Great x3 grandfather Robert Moon Brand, was the black sheep of the family. Typical I suppose! Let us not dwell on this though; instead let's look at the wider family.

For the greater part of the nineteenth century, the Brand family were established as major tailors, drapers, and outfitters in Great Yarmouth and Lowestoft. Central to this dynasty was Henry Howard Brand, whose only surviving daughter - Ethel Mary Brand - is soon to be the fascinating subject in another of these short family history sketches. However, this volume explores how Henry inherited a modest tailoring shop from his parents and turned it into a multiple outlet business that made his estate worth the equivalent of almost £1.25million when he died in 1898. This is the story of that expansion; it is a true story of rags to riches.



The Tailors and Drapers

The family who were in the rag trade

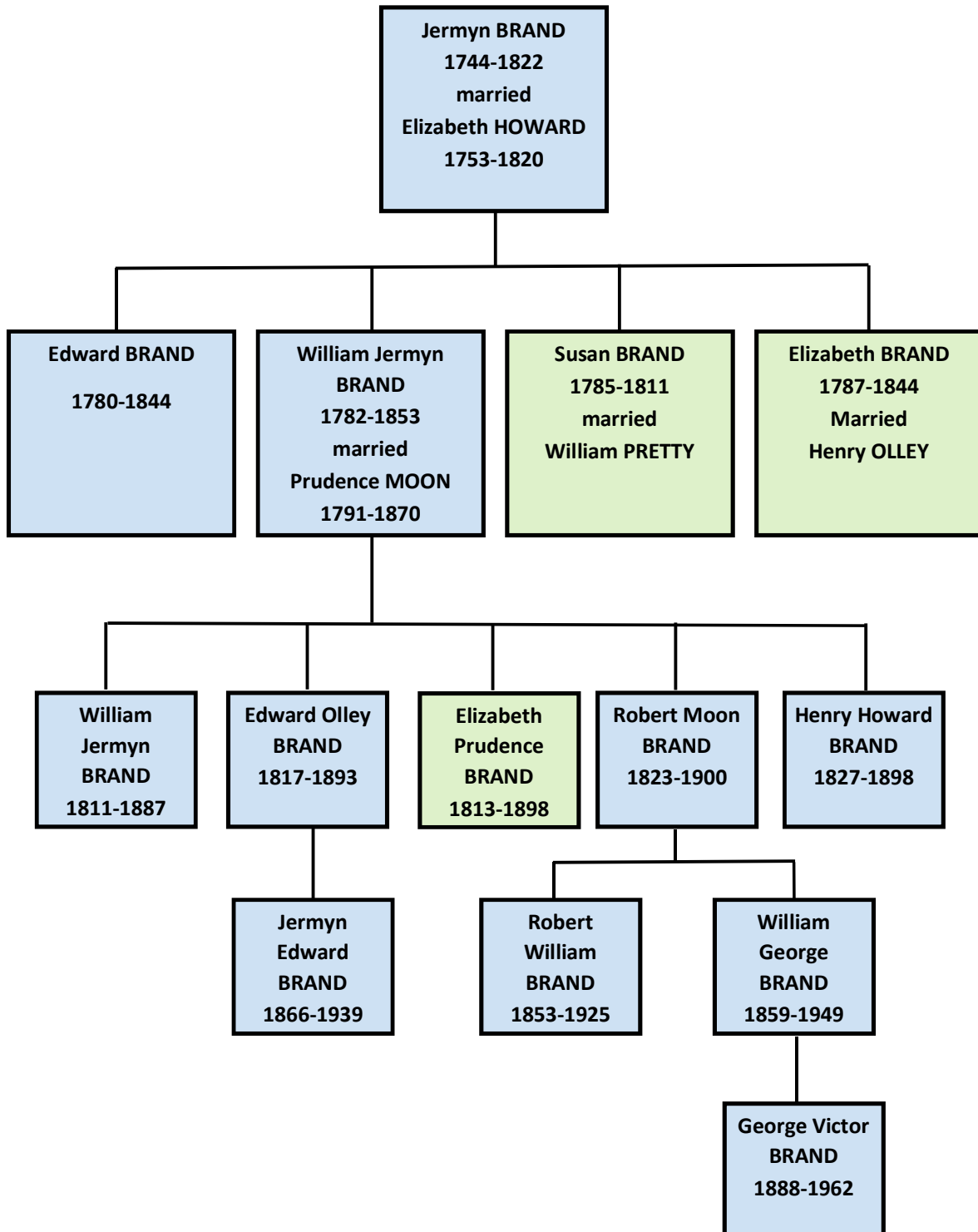


Figure 2 Members of the family who worked in the rag trade in some capacity

Suffolk Beginnings

It is a story that begins amongst the wool towns of Suffolk. Although by the eighteenth century the Suffolk cloth trade, that had made the county so wealthy in the Middle Ages, had dramatically declined, there was still money to be made from combing and spinning wool for the dominant Norwich weavers. It would seem that the Brand family, most recently of Barrow in Suffolk, had established themselves in the wool-combing trade. Certainly Jermyn Brand (1744-1822) the only one of Mark Brand and Elizabeth Jermyn's seven children born in Bacton rather than Barrow, had created a successful wool-combing business in that central Suffolk village.

The family were well connected and Jermyn's eldest son Edward (1780-1844) started an apprenticeship with the Bury St Edmund's based merchant James Oakes (1741-1829) whose diaries have given us such an insight into the Suffolk wool trade at the time. We know that in 1795, Edward left Oakes to continue his apprenticeship with his father.

Saturday Novr 7 At home alone. Bottled off Rasin Wine.
***** My Birth Day, 54 yrs of Age. *****
***** Edwd Brand left me & went to his Father for [the] Remainder
of his Apprenticeship.

Figure 3 Excerpt from William Oakes' Diary

Edward inherited the Bacton business based at Lodge Farm on the western end of the main street on his father's death and twice-married remained there until his own demise. His family scattered throughout the land with his only sons ending up in Ipswich and London thus ending that Brand lineage in Bacton.

Edward's little sisters Susan (1785-1811) and Elizabeth (1787-1844) both married into different parts of the trade. Susan wed William Pretty whose son (by his second wife) established a well-known stay-making company in Ipswich whilst Elizabeth married into the Olley family who ran their own line of successful tailors and drapers and would trade in the same circles as the Brand family in Yarmouth. Notably Elizabeth's husband Henry ran a drapers shop in Market Row so Elizabeth would end up living just yards from her brother in Broad Row.

Give My Regards to Broad Row

However, it is Edward's little brother William Jermyn Brand (1782-1853) whose life we will follow for it was he who established the Brands in Great Yarmouth, Norfolk. Edward's inheritance as eldest son would have been determined long before his father Jermyn wrote his will in 1815 and this may have influenced William's decision to head north east to the Norfolk port.

We don't know exactly when he left for Yarmouth but we do know that in January 1811 he married by bond a Yarmouth girl, Prudence Moon (1791-1870) in St Nicholas' parish church and by December that year their first son – also christened William Jermyn (1811-1887) – had arrived. By the time his first daughter – Elizabeth (1813-1898) – was born he was described as a Slop Seller (See ***The Rag Trade*** side panel) on her baptismal entry.

Pigot's directory of 1822 informs us that William Snr. was established as a tailor and draper on Old Broad Row although no number is given. We believe this to be 24 Broad Row (The current no 11) which is on the north side of the row four properties in from Howard Street, although numbers are not given in trade directories until much later.

Broad Row aka Le Broade Row was also known as Kingston House Row (or Le Kyngstone-House Row) and was considerably wider than all the other rows. It was one of the most magnificent rows originally and was home to several wealthy merchants including John Alleyn, one of the town's Bailiffs.

The Rag Trade

Slop Seller

A slop seller was an English merchant who sold slops: cheap ready-made clothing or rough working dress. Typically these would be butchers' aprons or clothing and bedding sold to sailors. The term slop was applied to an early form of hose (clothing).

Tailor

A tailor is a person who makes, repairs, or alters clothing professionally, especially suits and men's clothing.

Clothier

Clothier historically referred to someone who manufactured cloth, often under the domestic system.

Draper

Draper was originally a term for a retailer or wholesaler of cloth that was mainly for clothing. A draper may additionally operate as a cloth merchant or a haberdasher

Outfitter

An outfitter is a shop or person that sells specialized clothes (an outfit is a set of clothing)

Mercer

Mercers were formerly merchants or traders who dealt in cloth, typically fine cloth that was not produced locally.

Haberdasher

Haberdashers sell dress accessories and sewing goods such as ribbons, bows, buttons and lace.

Journeyman

A person who has served an apprenticeship and is certified to work for another craftsman.

Before Regent Street was built Broad Row – along with Market Row – was the main route from the market place to the quay and was used my civic processions walking between the Guild Hall and the Town Hall. A new Broad Row was opened near the Quay and the original became known as Old Broad Row, a designation it clung on to long after New Broad Row had been renamed Queen Street.

In time though, the wealthy merchants would be replaced by traders as its breadth made it the ideal row for shopping, again in conjunction with the almost contiguous Market Row. There were few shops in any of the other rows.

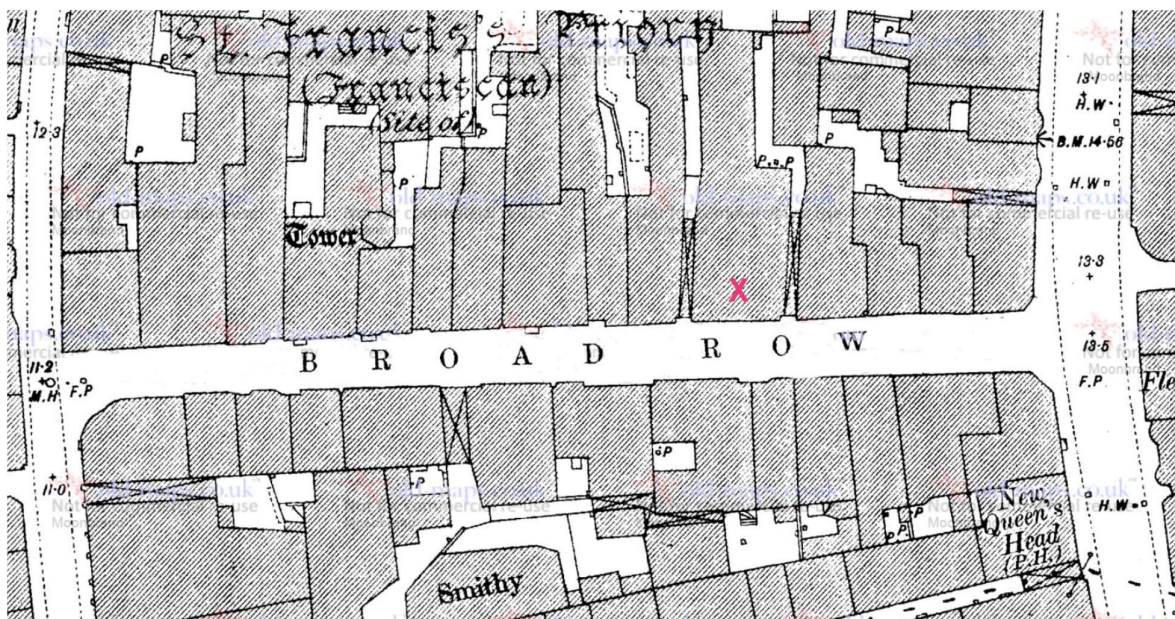


Figure 4 Broad Row 1885 with No. 24 (Later 11) marked with red X

It wasn't all plain sailing though. Early on our William Brand complained about the cess pit at the bottom of the row; thefts were common-place as we shall see; fires near devastating; and in 1858 two regiments stationed in the town rioted in Broad Row.

Nonetheless, despite these colourful incidents it must have been a much more vibrant and exciting place than it is today. Shuttered shops, few people, the only noise from gulls swooping down on the litter that is everywhere.

One of the first real pieces of evidence about the number of the property on Broad Row comes from the deeds of the warehouse (originally a late 17th century house) at the rear of 24 Broad Row. These were purchased by the wealthy merchant John Sewell in 1824 – as was much of Broad Row – and leased to Brand in 1852 at a rent of £65 per annum. This is likely to be William Jermyn Brand who was still alive at this point.



Figure 5 The old warehouse behind 11 Broad Row in 2018 © Steve Smith

In 1837 William's eldest daughter Elizabeth married William Algar Burton, a linen draper who was running a linen drapers in Shoreditch High Street in partnership with John Smallpage Mallett (The partnership was dissolved in 1839). This gave Elizabeth experience in running a drapery that she used to the Brands' advantage later in her life.

There is an interesting mention of William Brand's Broad Row workshop in the local paper reporting on the Yarmouth Temperance Society's march on New Year's Eve 1840 (Or Old Year's day as it is often known in Norfolk). Amongst the banners was one created by workmen in Mr Brand's workshop featuring the slogan "*Total abstinence, the drunkard's lifeboat*" along with a picture of a lifeboat. We have no clue as to whether William Brand or one of his workers was a teetotaler or whether it was just a commission.

It is worth mentioning that much of the information we gathered about the business comes from newspaper reports of thefts from the various shops. There were so many of

these over the years that we have decided to put them in their own section (Appendix 2) rather than dispersed through this chronological account.

By the time of the 1841 census the family were living above the Broad Row shop. William was listed as a tailor and draper and two of his younger sons, Robert Moon Brand (1823-1900) and Henry Howard Brand (1827-1898), were working for him. His eldest son, William Jr, was married and had set up shop as a linen draper close by in Broad Row. Edward Olley Brand (1817-1893), William's second eldest son was trading on the market as a silk mercer. Elizabeth had returned from London with her husband William Burton and they were trading in Yarmouth and lived next door to Edward. In this same year William Burton presented Queen Victoria with some fine silk and was given a warrant to use the Royal Arms. He would milk this award and place a picture of the Royal Coat of Arms in his newspaper advertisements.

An 1846 trade directory tells us that William Snr. was still trading but by then Robert also had his own shop in Broad Row – possibly William Jr.'s old shop. The Brand clothier empire in Yarmouth was well on its way to being established.

In May 1847, Royal Warrant or not, William Burton was in trouble and had to assign his business to his creditors, his stock of almost £4000 (About £250,000 in today's terms) had to be sold off to pay his debts. However, by September the same year he was trading again in King Street and still flaunting his Royal Warrant.

At the 1851 census William Jr was a grocer and draper in Wickham Market in Suffolk; Edward was married and trading as a linen draper on Chelmsford High Street in Essex; Robert still had his Broad Row shop and on the night of the census (30th March) less than two days away from marrying Jane Elizabeth Simpson on 1st April. Henry was still working for his father in the original shop. William and Elizabeth were still in King Street. However a change was around the corner.

In June 1852 Henry married Emily Bensley and they had a child, Caroline, in December but she was born prematurely and only lived for one week. Tragically Emily herself

succumbed to tuberculosis just a few weeks later in February 1853 and Henry was widowed after less than a year of marriage. Then, on the 19th April, William Jermyn Brand Snr died at the age of 74. One can only imagine how Henry felt losing a daughter, wife, and father in the space of less than six months.

William's remains are in an altar tomb close to the church at Hickling with his wife's family but – bizarrely – not his wife who died in 1870. Emily and her daughter are buried in Emily's hometown of Acle.



Figure 6 The Moon family tomb at Hickling where William Brand is buried © Steve Smith

After William

In his will, written in 1847, William left everything he owned to his “dear wife Prudence” but sadly doesn’t list anything specifically. It would appear that Prudence took her son Henry on as partner at the age of 28 as by late 1853 the shop is shown as Prudence Brand and Son in trade directories. At this stage Robert still had his own shop in Broad Row.

By 1856 Elizabeth appears to be living alone and was running a stay warehouse on Charlotte Street. Her husband William appears to have sold up their business in late 1851 and relocated to London with their daughter who died there in 1857 aged 19. William vanishes and we can find no record of his death. It remains a mystery as to why he left Elizabeth.

The 1856 Craven’s directory lists Prudence as a tailor on Broad Row and Robert is still listed as having a shop there, though not for long!

On the 5th April 1856 things take a quirky turn. For reasons we cannot yet ascertain, Robert assigns his business to William Johnson and Garwood Burton Palmer. We imagine it was because he was in financial difficulties and this appears to allow him to pass over his business and debts without actually going bankrupt.

Robert Moon Brand's Assignment.

NOTICE is hereby given, that Robert Moon Brand, of Great Yarmouth, in the county of Norfolk, Tailor and Draper, hath by an indenture, dated the 5th day of April instant, assigned all his estate and effects, unto William Johnson and Garwood Burton Palmer, both of Great Yarmouth aforesaid, Drapers, upon trust, for the equal benefit of such of the creditors of the said Robert Moon Brand, as shall execute the said indenture within three months from the date thereof. And notice is hereby further given, that the said indenture was executed by the said Robert Moon Brand, William Johnson, and Garwood Burton Palmer, respectively, on the said 5th day of April instant, in the presence of, and attested by, Charles Henry Chamberlin, of Great Yarmouth aforesaid, Solicitor. And notice is also hereby given, that the said assignment is deposited at the office of the said Charles Henry Chamberlin, in Great Yarmouth aforesaid, for execution by the creditors of the said Robert Moon Brand.—Dated the 9th day of April, 1856.

Figure 7 Robert Moon Brand's notice of assignment

What is most interesting here is one of the two people to whom he assigns the business. Garwood Burton Palmer founded Palmers’ department store in 1837 as a linen mercer

and silk draper on the Market Place. In 1844 he was joined by his brother Nathaniel Benjamin Palmer (and later Nathaniel's two sons Edward Ernest Palmer and James Hurry Palmer) establishing a very successful business which continued right through the 20th century. In November 2018 Palmers entered into a new era when its two remaining stores, in Yarmouth and Lowestoft, were taken over by Beales of Bournemouth ending over 180 years of trading as a family business.

In 1859 we get a clue as to Henry's growing importance in the world of commerce. For several weeks running his name appeared alongside other Yarmouth businessmen (including the aforementioned Garwood Palmer) in an advert for Cobb's Cure for the Toothache on the front cover of the East Suffolk Mercury and Lowestoft Weekly News. John Cobb was a chemist and surgeon dentist with premises at 14 King Street.

Cobb's Cure for the Toothache,
OR,
iodo-CHLOROFORM: which does not injure the Tooth.

"For there was never yet philosopher
Who could endure the tooth patiently.—Shakespeare."

THE remarkable efficacy of this preparation in relieving the dreadful pain caused by decayed teeth, induces Mr. Cobb to place it more prominently before the public. A few drops applied to the tooth, gives, in almost all cases, instantaneous relief. If the pain in the face arises from Neuralgia, (and where any doubt exists, Mr. Cobb may be consulted gratuitously on the subject,) the Iodo-Chloroform may be beneficially employed as an embrocation, by moistening the finger therewith, and rubbing gently over the part affected.

The following have been selected from the many Testimonials received of the efficacy of this Medicine:—

From Mr. DUMBLETON, Slate Merchant, Southtown.
"Dear Sir,—Having tried your cure for the toothache, I can strongly recommend its use as a complete cure.
Truly yours, ROBERT DUMBLETON."

From Mr. BRAND, Broad Row.
"Sir,—After several days' suffering from the toothache, I applied your remedy, and found almost instant relief.
HENRY BRAND."

From Mr. BAKKE, Linen Draper, Market-place.
"Sir,—Your preparation for the toothache has, in my case, invariably relieved the pain.
ROBERT BAKER."

From GARWOOD PALMER, Esq., Market-place.
"Dear Sir,—I can bear testimony to the value of your 'Cure for the toothache,' having had no return of the pain since applying it.
G. PALMER."

From Mr. T. BUNN, Southtown.
"Sir,—I have found your 'Cure for the toothache' give me immediate relief.
THOMAS BUNN."

From Mr. C. STEWARD, King-street.
"Dear Sir,—I can add my testimony to that of many others, in favour of your Iodo-Chloroform, as a remedy for the toothache.
Yours, &c., CHRISTOPHER STEWARD."

"Sir,—Having been instantly cured of the toothache by a few drops of your cure, I purchased a bottle for my sister, who was suffering from the same complaint, and found it to answer the purpose equally well with her.
I am, Sir, yours, &c., JOHN WARD BOND."

Sold in Stopped Bottles, price 1s. 1½d. each.
Prepared only by JOHN S. COBB, Chemist and Surgeon Dentist, 14, King Street, and Corner of Regent Road, YARMOUTH. Sent free to any distance on the receipt of Fifteen Postage Stamps.

Figure 8 Henry Brand appearing in a toothache cure advert

In 1860 mother and son still appeared to be in business together. In fact in a theft case reported in the local papers it is listed under the rather eccentric name of Prudence and Brand Clothiers but this may just be lazy journalism.

In January of the following year there was an interesting report of a Christmas (1860) and New Year festival at the Priory Hall, where Henry Brand demonstrated a Singer sewing machine which “was much admired”. “It stitches every part of the garment except the buttons and buttonholes and can sew between 500 and 1500 stitches per minute. The work is lasting and of better quality than hand-stitched”, so they said.



Prudence Stands Down

1861 would seem to be when Prudence decided to retire and live out her days in Southtown. She died in 1870. We can find no formal dissolution of the partnership but from 1861 forwards Prudence appeared to play no further part in the various incarnations of the business.

The first of those incarnations was for it to become W & H Brand. This was Henry in partnership with his eldest brother William. William, had moved away to Wickham Market and was running his own business but had recently returned to the Yarmouth area and was living in Gorleston by the time of the 1861 census. He joined his brother at the helm of the Broad Row shop at least on paper.

At that census, their sister Elizabeth is shown as a private resident at 96 High Street, Lowestoft. This address will prove significant in a few years. She still lists her status as married but lives only with a servant. The prodigal Robert is selling fish from Bowling Green Walk having divested himself of his tailoring business as we learned earlier. Edward is still trading on Chelmsford High Street but has now remarried following the death of his first wife in 1858.

Until now the Brands had traded in traditional tailored items, drapery and such like. We see this best from the list of items stolen from the shop in the many thefts that took place over the years (See Appendix 2). Typical garments sold would include silk waistcoats, handkerchiefs, trousers and jumpers. Yarmouth, however, is a fishing port and the fishing industry is growing up. Henry will see this happen and will start to move his business towards servicing that industry.



Figure 9 The archetypal sou'wester

W & H Brand soon became highly successful fishermen's outfitters providing all manner of clothing for the discerning deep-sea fishermen off the many herring boats that clogged the River Yare. As well as traditional knitted Guernseys and jumpers, they moved into manufacturing the latest in oil frocks, bibs and sou'westers.

Waterproof clothing was well established but was being industrialised and commercialised. Fishermen had long known that they could slather oil on old sails or other cloth to partly waterproof them but only in the middle of the nineteenth century did the drapery industry start to mass produce waterproof clothing.

However, we are starting to run ahead of ourselves. First the industry needed a way of sharing innovation and ideas across the seven seas. And it did this for the first time in 1861 with the International Fisheries Exhibition in Amsterdam. Inspired by the success of the Great Exhibition of 1851, the fishing industry's first attempt was a success.

We have not found a list of exhibitors but knowing something of Henry Brand's canniness and the fact that it was just across the North Sea from Yarmouth in Amsterdam suggest it is possible the firm exhibited. Certainly by 1866 and the exhibition at Boulogne we know they were showing. See Appendix 3 for more information about the National and International Fisheries Exhibitions.

The next move for Henry – and we suspect that despite William having his name over the door, it was Henry pulling all the strings – was to open a branch in Lowestoft. This opened at 96 High Street about 1864. You'll note that this was Elizabeth Burton (nee Brand's) home address at the 1861 census.

At some point, Henry also opened a factory in Row 32 (aka King's Head South). We know this because in September 1866 the Board of Health ordered that a nuisance from the oil factory run by Mr Brand of Broad Row was to be abated. Several local residents had signed a complaint.

The report did not stipulate what sort of nuisance this is but we're going to suggest it was the smell from the oiling process as the words oil factory were used. This was evidence

enough that the Brands had moved into the oilskins business. Certainly in February 1868 we had the first reported theft of an oil frock from the shop in Broad Row (See appendix 2).

In October 1866 the town clerk – Charles Cory - reported that the nuisance had not been abated but that “Mr Brand was ready to do something about it”. However, Mr Chamberlin, acting on behalf of the Brands, said he would prefer that it went to the magistrates’ court and they ruled upon it. If they found it to be a nuisance his client would accept the ruling. A summons was therefore issued against Henry Brand. It clearly wasn’t a successful court case as in April 1867 it was reported that the nuisance still had not been abated. We wonder if this was what drove Henry to open premises on the South Denes (See later).

The move to oilskins and waterproof clothing for fishermen was a shrewd one. There were a few others trying it too but only Johnson and sons would succeed as much, and ultimately more so, than Henry Brand. Despite claiming foundation in 1801, Johnsons really only got into the oilskins market in the 1860s at much the same time as the Brands.

Waterproof clothing came in many forms. Some animal furs had long been known to be repellent to water for instance. The Chinese had known for ages the process of oiling linen gave it waterproof properties and sailors had discovered their own methods for adding tar and later linseed oil to cloth to make it waterproof.

In 1823 Charles Mackintosh invented a method of bonding Indian Rubber to cloth and thus invented rubberised clothing and the famous Mac. He layered rubber dissolved in naphtha (a substance derived from coal tar, which is itself obtained from the ‘cooking’ of coal to make coke) between two layers of fabric to make it waterproof. Unfortunately, rubber treated in this way still has many of the same properties as it does in its natural form: it stiffens when it’s cold and becomes sticky when it’s warm, which are not ideal traits for something one wears.

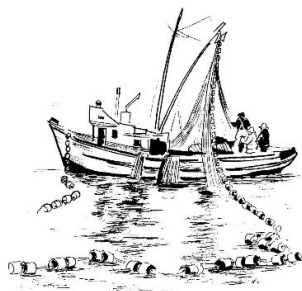
Nevertheless, traders like R & T Martins, Tailors and Outfitters of Market Row were advertising Indian Rubber water-proof capes and loose coats in 1862. Henry and others saw mileage in producing oiled cloth and making garments from it.

Unfortunately we have no records of the precise equipment or processes used by the Brands but it is likely to have been along the following lines. The main substance required is boiled Linseed oil. This is a combination of raw Linseed oil, Stand oil and metallic dryers (catalysts to speed up drying time). Stand oil is Linseed oil that has been heated to a temperature near 300 degrees centigrade for several days. It was often boiled with lead oxide to form leads soaps that help stiffen the treated cloth when it dries.

Raw linseed oil is quite harmless but once it had lead oxide in it you can imagine it might be somewhat toxic but there was an even greater health and safety threat. Rags soaked with boiled linseed oil oxidise quickly creating an exothermic reaction leading to spontaneous combustion. I think it is clear that the process would be a smelly and potentially dangerous one.

Once the boiled Linseed oil had been further boiled up with the lead dross (lead oxide) cloth would be soaked in it then stretched over a frame on tenterhooks to dry. It would be sized with animal gelatine with a long cure time between coats.

The product was much improved in 1898 when an Australian, Edward Le Roy developed a breathable oilskin. Today, oilskins have been more or less replaced by PVC based equivalents.



A Close Shave

In October 1870 the Broad Row workshop and its workforce were seriously endangered when a fire broke out in the yard of an ironmonger, George Drew Hawkins close by. The yard contained many flammable materials and about 50lbs of gunpowder packed in boxes with loose powder behind! The blaze started when Mr Hawkins' son George went to draw some paraffin and the vapour ignited followed closely by the oil itself. The 13 year old George was badly burned (but survived). Neighbours managed to keep the fire under control with buckets of water drawn from a well until the fire brigade arrived. By this time the wooden frame and door of the powder shed was alight. The brigade, led by Police Inspector George Berry and assisted by Mr Leonard Spence, Superintendent of the Waterworks, quickly extinguished the fire preventing a potentially disastrous explosion.

Less than a fortnight after her late husband's shop and factory came close to oblivion, the family matriarch Prudence Brand nee Moon died at her Southtown home. She was a month shy of her 79th birthday. Prudence was buried in St Andrew's churchyard, Gorleston on 2nd November 1870. It is a mystery to us why she didn't join her husband, parents and brother in the family grave at Hickling!

The executors of her will written in 1863 (with a codicil in 1869) were two of her sons, Edward and Henry. They were both left substantial sums (by today's standards) as well as any properties or leaseholds Prudence held. Of her nine other children, one had predeceased her and one was living abroad and doesn't get mentioned. However, what is most fascinating is that her son Robert and daughter Elizabeth, both still living and nearby, do not get so much as a mention. We have already worked out that Robert is the black sheep of the family but it is surprising that Elizabeth is ignored. The only reason we can think of is that she was gifted an interest in the shop in Lowestoft that she was now running and Prudence decided that was sufficient.

At the 1871 census widower Henry was boarding in Wellesley Road and his brother Edward was back from Chelmsford and living a few doors away. Robert had given up selling fish and returned to the trade as a tailor and hatter living at Prospect Place on the Caister Road. It is not clear whether he is working for his brother's business, himself, or somebody else entirely.

Elizabeth was now running the Lowestoft branch at 96 High St alongside Robert's eldest son, Robert William Brand (1853-1925). Elizabeth was described as a woollen draper and she was shown as a widow. William had left Norfolk for Middlesboro where he was selling insurance.



Figure 10 No. 96 High Street, Lowestoft now an Indian restaurant

Henry Remarries

On the 11th Sep 1871, after over 18 years as a widower Henry married Mary Crow Lettis (1843-1881). Mary was from an old Yarmouth family of ship-owners, fish merchants and rope-makers and shortly after the marriage Henry became a partner in the rope-making firm with Mary's brother Thomas. Mary herself had been a partner previously.

Thomas Lettis' future was not to be in the family trade though; in 1866 at University College (alongside the famous surgeon Christopher Heath) he took his MRCS (Membership of the Royal Colleges of Surgeons of Great Britain and Ireland) diploma and in 1870 his LSA (Licence of the Society of Apothecaries). As well as having his own practice and many honorary positions, Dr Thomas Lettis became Yarmouth's police surgeon. It was a position he held for over 40 years until his tragic death in 1921 (He was run down) and he dealt with many suspicious deaths in the town including the infamous murder on the beach of Mary Bennett in 1900.

The year after his marriage is when we believe Henry established his shop and factory on the South Denes at 14 Southgates Road (Sometimes given as 54 South Denes Road). We assume it was partly to get his factory out of the crowded rows in the town centre but also to be nearer his new customer base. Whilst town centre shops were ideal for selling waistcoats and suits, a fishermen's outfitter needed to be closer to the fishermen. The new Fish Wharf opened on the South Denes on 30th September 1867, in time making that area central to trade in the port.

The property was a large three story building with a yard behind. The ground floor was a shop whilst the upper floors were used for manufacturing and storage. It is believed these premises were occupied for many years at the beginning of the century by the mast and block (pulley) maker Robert Searum, and later by William Barber the sailmaker. Searum was granted a piece of land by the Committee of Liberties in October 1810 and given leave to enclose and build workshops on it but was directed not to obstruct the view from the Haven's Mouth to the South Mound and ordered that the ground to be used for block and mast making only.

A separate narrow building on the northern edge was owned by Henry and sublet to George Barrett as a beer-house – the Wet Dock Tavern. He was bounded to the south by a house lived in by the solicitor Henry Cowl and to the east by two shops in Exmouth Road. To the west was Ballast Quay on the river and just south of that the Trinity Stores. Henry also seemed to have an address on Trinity Quay. This may well have been one of the old oil stores next which were a remnant of the whaling days and would have once stored whale oil. Now Henry was more likely to keep linseed oil in them for the waterproofing process.

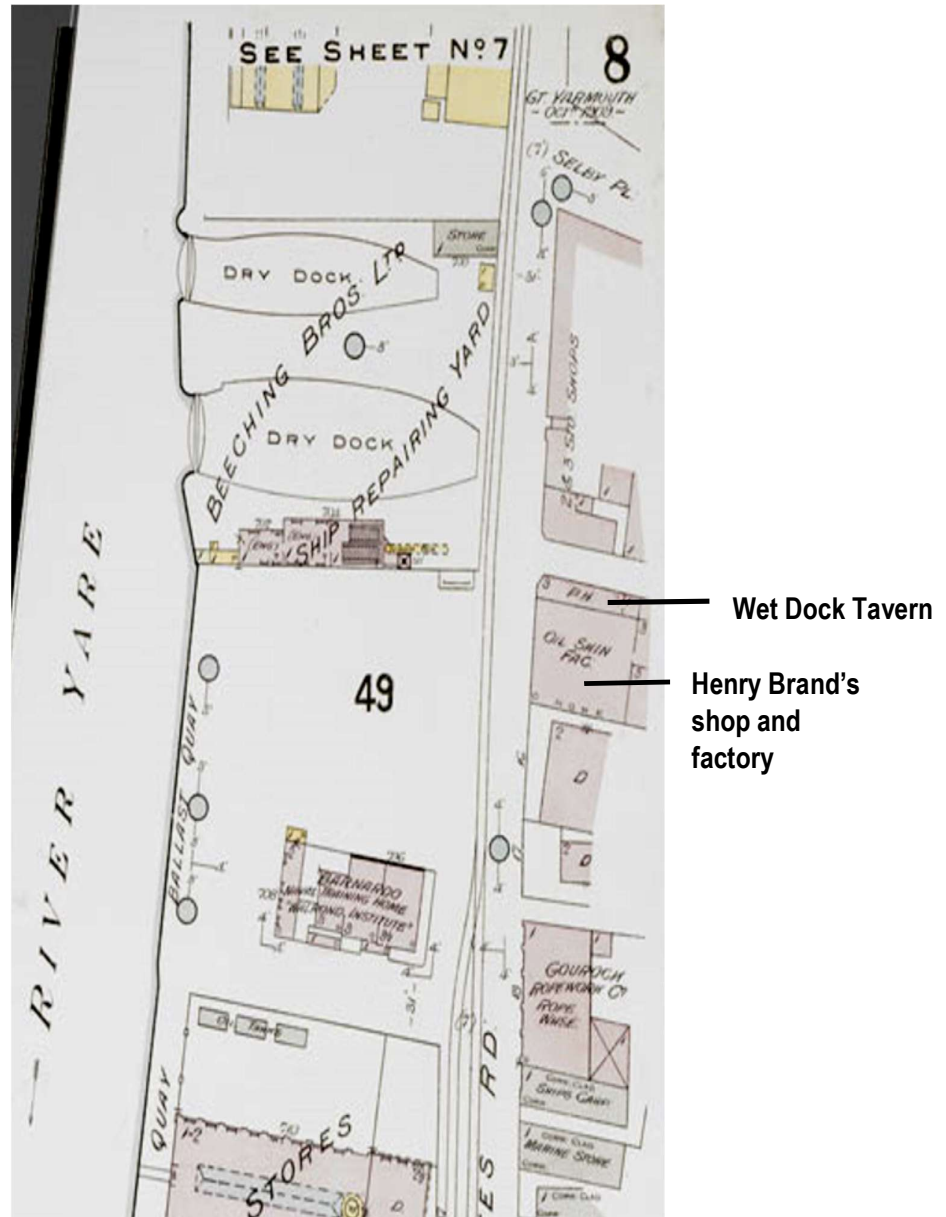


Figure 11 South Denes Insurance Map 1909 © The British Library Board

In November 1872 there was a serious fire in two shops at the back of the South Dene premises. They belonged to carpenter Mr James Knights and boat builder Mr Thomas Sparham. The newspaper report says the Brand property was for some time placed in imminent danger but being closely watched all danger of the flames extending in their direction was removed.

Further Growth

Around 1874 William & Henry Brand Outfitters acquire a shop at London Road, Lowestoft to complement the one at 96 High Street. The building stood west of the trawl basin and in front of the old icehouse by the swing bridge and very near the railway station. The property is not numbered in early trade directories but is later listed as 10 London Road North. It would seem Robert William Brand, son of our black sheep Robert Moon Brand was appointed manager of this new shop. Presumably Elizabeth continued running the one on the High Street although she would soon retire and live at the premises as a private resident.



Figure 12 No. 10 London Road, now demolished, stood in front of the Trawl Dock. The shop was the end unit on the left still selling clothing in this picture

In February 1876 an advert in the Yarmouth Independent indicated that the main Yarmouth business was continuing to expand but the following month it underwent a major change. In March 1876 Henry bought his brother William out dissolving the partnership of W & H Brand. It is not known if William jumped or was pushed but we do know that he had been living in Middlesbrough selling insurance for some years and that by February 1877 was going through bankruptcy. Soon afterwards the business began to be referred to as Messrs. Brand or H&E Brand (Sometimes H.E. Brand) which tells us that Henry had entered into a new partnership with his brother Edward.

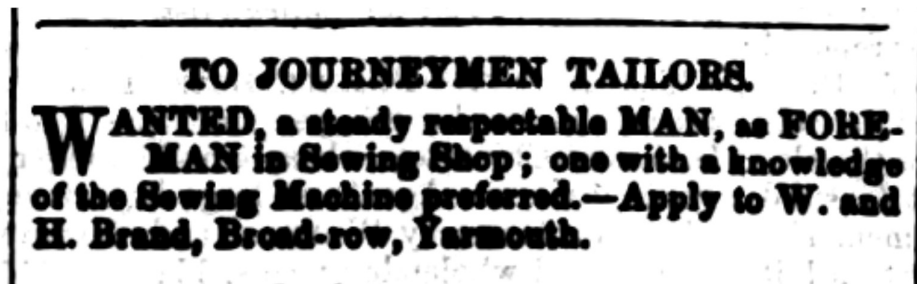


Figure 13 Advert from Yarmouth Independent 5 Feb 1876

By 1878 Henry Brand's newest business as fisherman's outfitters was metaphorically on fire as the production and sale of everything from oilskins to fishermen's Guernseys took off. Unfortunately in the early hours on Sunday 12th May, the business literally caught fire and with devastating effect.

At around 4am, smoke was spotted coming from the Brand premises on South Denes Road. According to which report you read the alarm was raised either by a Martin Buddery who was watchman at the nearby Trinity Stores, or Police Constable Robert Haylett, a constable patrolling the area. Either way the Fire Brigade were summoned and the hose reel and no. 2 engine commanded by Superintendent Joseph Ogden were dispatched. It is worth noting that in Yarmouth there was at the time a Police Fire Brigade and that Superintendent Ogden had only been in position since February 28th and was in fact Chief Constable for the borough.

The hose reel was connected to a hydrant on the South Denes Road whilst the engine was stationed on Exmouth Road as this was nearer the back of the premises where the fire appeared to have originated. The shop and factory was in a huge three-story building with a pub -The Wet Dock Tavern, occupied by landlord Charles Towner - on the northern edge and a property lived in by the solicitor Henry Cowl to the south. There was also a salt warehouse belonging to the fish auctioneer George Giles adjacent (George also happened to be Henry Brand's nephew). All these properties were threatened by the fire so an additional engine was sent for which, once arrived, was stationed on Trinity Quay. Inside the warehouse were many thousands of garments, many made from oilskin which was highly inflammable and the blaze was significant. There were also four oil tanks and several barrels of oil within the property.

The Brigade and other volunteers played water on the fire for over three hours. At one point a window at the gable end of Mr Cowl's property caught alight but was soon extinguished. The pub was sprayed with water to stop it catching fire.

Eventually, after four hours the fire was all but extinguished and men could begin to remove material from the premises. Amazingly the shop stock on the ground floor was removed largely intact albeit damaged by smoke and water, and the shop itself saved but the upper floors were gutted and the stocks there destroyed. There was also damage to Mr Giles' stock of salt in his warehouse though this was largely due to water rather than fire. Thankfully Henry Brand was believed to be well-insured with Phoenix Insurance with Mr Lovewell Blake – Henry's nephew-in-law - being the agent. The amount of damage was initially evaluated at about £3000 (Or about £190,000 in today's terms).

There was nearly a tragic end to the night's event as at one point the Brigade's second in command, Inspector William Brogden (who would succeed Ogden as Chief Constable in 1881) was on an upper floor when the rafters collapsed and he fell to the floor below. Thankfully he escaped with bruising and shock and returned to his duties within minutes.

The Fire Brigade were commended for their sterling efforts to fight the fire and in particular to stop it spreading. The Police were also thanked for preventing several attempts at pilfering the stock as it was removed from the damaged premises.

The origin of the fire was a mystery. The premises had been closed up at around 4pm on the Saturday and 12 hours was thought too long for something left smouldering to have started the blaze. Besides, the very nature of the business meant fire precautions were high and checks were made when the premises were vacated. Henry Brand also dismissed the suggestion of spontaneous combustion as goods were carefully stacked to avoid such an occurrence although as we noted earlier, cloth soaked in treated linseed oil was prone to combust spontaneously.

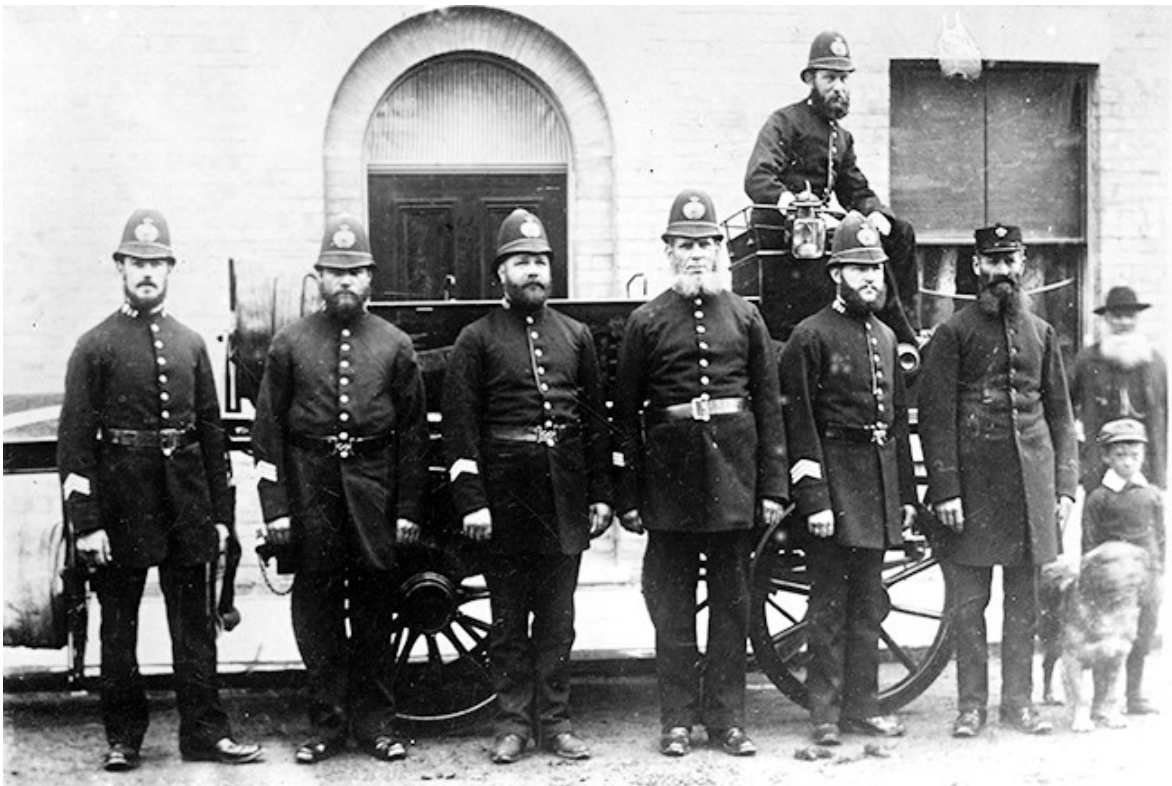


Figure 14 Great Yarmouth Police and Fire Brigade. I don't have a date for this picture but it would be close to the time of the Brand warehouse fire

ALARMING FIRE.—On Sunday morning a serious and destructive fire occurred at the south part of the Quay, on premises in the occupation of Messrs. Brand, clothiers and outfitters. The fire was discovered soon after four a.m. by the watchman at the Trinity Stores, who at once raised an alarm. The Fire Brigade, with their hose reel and engine were quickly on the spot, and a copious supply of water being at hand, energetic measures were soon in progress for the suppression of the outbreak. Owing, however, to the inflammable character of the stock the fire extended so rapidly, that it required all the energy of those engaged to prevent its spreading to the adjoining property. Finding it would be almost an impossibility to save the premises where the fire originated, the efforts of Superintendent Ogden and his men were directed to preserving the buildings on either side, in which they were fortunately successful. The fire raged so fiercely for a time, however, that it was found necessary to send for an additional engine. On its arrival it was stationed on the Trinity Quay, and with the other engine at the rear of the premises, and the hose reel in active operation, so great was the supply of water thrown on to the burning buildings and material that it soon had the effect of diminishing the alarm entertained for the safety of the surrounding property. After some three hours incessant work, the brigade had got the fire well under. Mr. Brand's premises were, however, completely gutted, and the greater portion of the stock destroyed. Great fears were entertained at one time for the safety of the residence on the south side of Mr. Brand's warehouse, occupied by Mr. Cowl, solicitor, and at one time a window at the gable end did actually catch fire, but was quickly extinguished. Both Mr. Cowl's house, as also the Wet Dock Tavern on the north side of the burning premises, had a very narrow escape, and their preservation was entirely due to the exertions of the fire brigade, whose services were of the most valuable and praiseworthy character. The premises where the fire originated were rather extensive, the lower portion being used as a shop, and the upper portion as a warehouse for the manufacture of oily frocks, leggings, and other articles of sea clothing. In the preparation of these goods a great deal of oil is used, and at the time of the outbreak there were four tanks and several barrels full of this inflammable material stowed on the premises. It was in this portion of the building that the fire broke out, and its extension was so rapid that but little of the contents of the upper rooms could be saved. With regard to the stock in the shop, time was afforded for the removal of a great many articles, but the destruction by fire and water was considerable. At the rear of the premises belonging to Messrs. Brand is a warehouse, occupied by Mr. G. Giles as a salt store, the contents of which were greatly injured by water. The full extent of the damage cannot, at present, be ascertained, but it is expected to reach a heavy sum. Nothing is known as to the cause of the outbreak, but it is attributed to overheating among the oiled goods and material stored in the upper rooms. Messrs. Brand are reported to be insured in the Phoenix Fire Office, Mr. Lovewell Blake being the agent. Great credit is due to the fire brigade for their promptitude in arriving at the fire, and the efforts made in its suppression, by which a large amount of valuable property was saved.

Figure 15 Another newspaper report on the fire

SERIOUS FIRE.—On Sunday morning, about four o'clock, a fire broke out on the premises of Messrs. Brand, outfitters, South Denes-road, which soon assumed large proportions, threatening not only the destruction of the premises in which it originated, but also the adjoining property on either side. Fortunately the exertions of the fire brigade prevented this catastrophe; but all their efforts, well directed as they were, could not subdue the flames until the upper portion of Messrs. Brand's premises was gutted. Information was conveyed to the Police-station as speedily as possible by Police-constable Haylett and a man named Buddery, a watchman at the Trinity Stores, and without a moment's delay the fire brigade, with the hose reel and an engine was despatched to the scene, under the command of Superintendent Ogden, Inspector Brogden, and others. Information having been conveyed to the Waterworks Office, the brigade found a good supply of water, and having placed the hose reel on the South Denes-road, and the engine on Exmouth-road (at the back of the premises), a large volume of water was soon playing upon the buildings, which consisted of workshops containing a large quantity of oily frocks, leggings, &c., and four tanks and several barrels of oil. With such inflammable material to feed the flames, it is not surprising that the fire spread rapidly, in spite of the constant playing of water upon it. Under these circumstances it was deemed necessary to send for another engine, which on its arrival was stationed on the Trinity-quay, and being quickly manned, was soon assisting in the fight between two terrible antagonists that were raging with each other so fiercely. After three hours hard and incessant labour the fire was got under, and in four hours all danger was at an end. On the south side of Mr. Brand's premises is the house of Mr. Cowl, a solicitor, and it was at one time feared that it also would be destroyed. A window at the gable end at one time did catch fire, but it was speedily extinguished by a well-directed stream of water, and further mischief was also prevented. On the north side is a public-house, the Wet Dock Tavern, and here again grave fears were entertained for the safety of the premises which join on to Messrs. Brand's. Of course the brigade saw the danger those places were in, and accordingly kept them well covered with water, the result of which was they were saved, although considerable damage was done to the roof of the Wet Dock Tavern and some damage to Mr. Cowl's house. The upper part of Messrs. Brand's premises, as we have said, was gutted, but the shop below was saved and most of the stock removed. A quantity of salt was stored in a warehouse adjoining Messrs. Brand's shops, which was spoilt by the water. This belonged to Mr. Giles, fish-salesman. The extent of the damage is not yet known, but a great deal of property in oil clothing, &c., has been destroyed, which, happily, is covered by insurance in the Phoenix Fire Office. The greatest credit is due to Supt. Ogden, Inspector Brogden, and the Brigade generally, for the promptitude with which they acted on this occasion, and they have the satisfaction of knowing what, but for their efforts, must have been a much more serious conflagration. The origin of the fire is not known, but it is supposed to have been due to the over-heating of the oily goods thereby causing spontaneous combustion.

Figure 16 Second newspaper report on the fire

Ethel Arrives

A much happier event occurred in March 1879. Having already lost a young daughter in his first marriage, Henry and his second wife then had three boys between 1875 and 1877 and not one of them lasted a year. (See Appendix 1 for further details). However on 15th March a daughter – Ethel Mary Brand – was born who would go on to lead a long and remarkable life. Ethel's life will be explored in another book in this series.

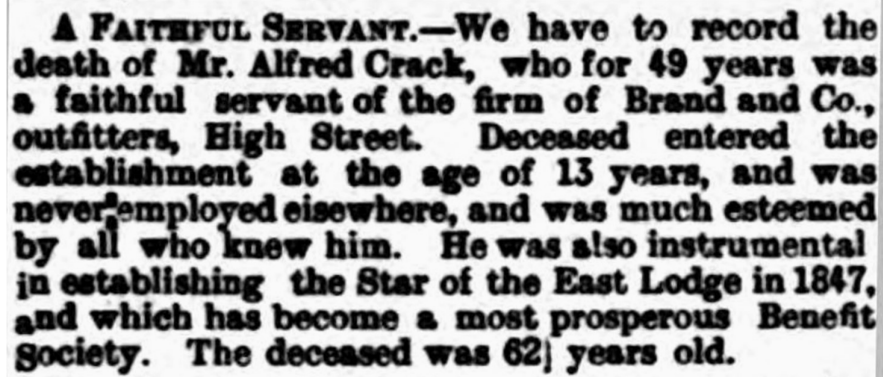
In June 1879, the Prince of Wales (Later Edward VII) visited Yarmouth to inspect the Norfolk Artillery. The town went out of its way to look festive for the occasion and H & E Brand provided most of the banners fluttering about Yarmouth as well as a good deal of the bunting festooning the streets. It was also noted that the plume of the Prince of Wales adorned 8 Kimberley Terrace: a property we know was owned by Henry Brand at some point.

Tragedy once again struck for Henry on 21st January 1881 when he became a widower for the second time. His wife Mary died of phthisis (tuberculosis) at the age of just 38. She was buried in Great Yarmouth Old Cemetery on 26th January with her three young sons.



Figure 17 The grave of Mary Brand (nee Lettis) and her three young sons

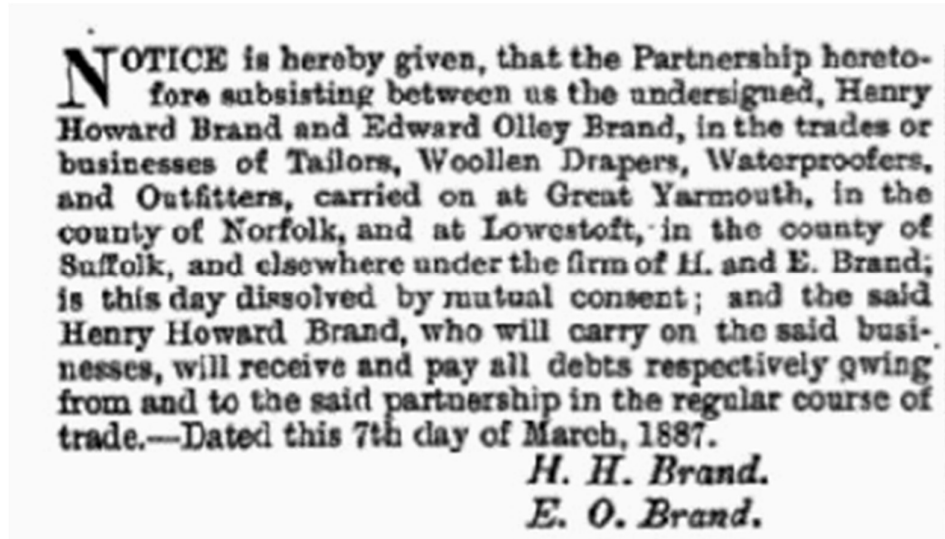
On 16th January 1886 the Lowestoft Journal reported the death of Alfred Crack. Crack worked for Brand's for 49 years from the age of 13 latterly at the Lowestoft High Street shop.



A FAITHFUL SERVANT.—We have to record the death of Mr. Alfred Crack, who for 49 years was a faithful servant of the firm of Brand and Co., outfitters, High Street. Deceased entered the establishment at the age of 13 years, and was never employed elsewhere, and was much esteemed by all who knew him. He was also instrumental in establishing the Star of the East Lodge in 1847, and which has become a most prosperous Benefit Society. The deceased was 62 years old.

Coincidentally, in the same year we learn of another faithful servant. For some time the Broad Row shop had been managed by James Purt and in the 1886 Cook's Directory he is specifically listed as Manager. He was born James Hayley Purt in Aylsham in 1830 and by 1854 was a tailor living in Lowestoft. On Christmas Day that year he married Eliza Seeley. They remained living in Lowestoft for several years but by the time of the 1881 census, Purt was living with his family in Broad Row. This must have been the Brand shop which had a house above it that the Brands themselves had once lived in. Purt appeared in the Electoral Registers for several years with Broad Row as his qualifying property. This was because an act of parliament in 1867 extended the franchise to tenants who paid rates. Purt's qualifying property was annotated with the Service Franchise which simply means he was in a dwelling by virtue of office, service, or employment i.e. the house came with the job. These registers combined with the census tell us he was a Broad Row from at least 1881-1889. By 1991 he was living in Winifred Road, Southtown and still working as a tailor but we don't know if he was still in the employ of Henry Brand.

In March 1887 Henry bought his brother Edward out and the partnership was dissolved. From here on the business was technically known as H Brand Outfitters but is still occasional referred to by other names such as HH Brand and even still as H & E Brand. Edward died in January 1893 leaving a little under £2000, a modest £164,000 or so in today's terms.



In December 1890, the Lowestoft Journal's review of shops in the town tells us that "Mr R. W. Brand believes he can supply as well as any-one in the trade what is need in his department, and has been sufficiently tested for many a day in that respect."

At the census the following spring 1891 Elizabeth is living by her own means at 96 High Street suggesting the store has closed leaving Robert running London Road. By 1895 nos. 95-98 High Street, Lowestoft have become Edward Wills and sons (Drapers). The same year Broad Row is renumbered and the shop becomes no 11.



Figure 18 Broad Row 1898. The Brand shop is just about visible (Second on right) (Picture Norfolk)

Death of Henry

BRAND.—On the 21st inst., at his residence, 54, Marine-parade, Great Yarmouth, Henry Howard Brand.

The last days of the empire began with the death of Henry Howard Brand from pleurisy and an embolism of the pulmonary artery on 21 August 1898 after a brief illness. He was 71. The Norfolk Chronicle summarised by saying that for many years he carried on a large business as an outfitter. Perhaps an understatement! It did also mention his political leanings (See Appendix 1).

We regret to announce the death, after a brief illness, of Mr. Henry Howard Brand, the sad event occurring at his residence, Marine-parade. For many years the deceased carried on a large business as an outfitter in the Broad-row. Until the Home Rule question came to the front he was a zealous member of the Liberal party, but following the lead of Mr. Danby Palmer and Mr. Peaton he joined the Unionists and rendered valuable service at the election of Mr. John Colomb as member for the borough. Deceased was a widower, and leaves one daughter.

He was buried on the 24 Aug 1898 in the old cemetery but strangely, not with either of his wives nor the children that predeceased him.



Figure 19 Henry Brand's grave being restored by Friends of Great Yarmouth cemeteries in 2018

His sister Elizabeth died in December 1898 outliving her brother by little more than three months so barely benefitting from the annuity he bequeathed her (See Appendix 1). At the time of her death Elizabeth was living in Southtown with her sister Caroline.

On 24th September 1898 – just a month after his death – the entire stock of the Broad Row shop was offered for sale. This may have included the Southgates Road shop also as that appeared to have been closed by now. And this certainly appeared to be the end of the Broad Row shop established by his father at the beginning of the century. Certainly at the 1901 census the property stood empty and the Southgates Road premises were a stable and yard. By 1904 the shop had been divided into 11 and 11a and 11a was occupied by Home and Colonial Stores



Figure 20 No. 11a Broad Row when occupied by Home and Colonial Stores (Michael Teun)

At the time of writing the shop is boarded up. The new owner assures me she intends to bring it back into use but would give me no further details.



Figure 21 No. 11 Broad Row looking very sorry for itself in 2018 © Steve Smith



Figure 22 The boarded up front of no. 11 Broad Row in 2018 © Steve Smith

In 1901 there was a sale of Henry's personal goods from his home at 54 Marine Parade.

ON TUESDAY NEXT.
54, MARINE PARADE, GT. YARMOUTH.
WM. GAMBLING is instructed by the
 Executors of the late Henry Brand,
 Esq., to sell by auction on the premises as above,
 on **TUESDAY, September 10th, 1901,** the well-
 made
HOUSEHOLD FURNITURE,
 comprising brass, iron, and Tudor bedsteads and
 bedding, woven wire and box spring mattresses,
 wool mattresses, featherbeds, cane-seat and easy
 chairs, marble top washstands, toilet ware, excep-
 tionally well-made **CHESTS OF DRAWERS,**
 mahogany-frame toilet and ebonized and gilt-
 frame mantel glasses, an antique **TALL BOY**
CHEST of drawers, japanned hanging wardrobe,
 iron and brass kerbs and fire brasses, Brussels,
 Tapestry and Kidderminster carpets, linoleum,
 hearthrugs, knee-hole writing table, oak,
 mahogany, rosewood and walnutwood oval
 loo, occasional and dining tables, two full
 compass Cottage **PIANOFORTES** by *Collard*
 and *Collard*, and *Wilkie*, rosewood and mahog-
 any card tables, a massive Spanish mahogany
SIDEBOARD, ebonized suite in maroon plush,
 handsome console table, mahogany frame
DINING SUITE in horsehair, pair handsomely
 carved oak chairs, pair Dresden China Cande-
 labra, China, a few oil paintings, books, com-
 prising *Lady's Monthly Museum*, in 7 vols.
 (incomplete) with coloured plates, published
 1798; *The Encyclopædia Londinensis* in 24
 vols. published 1810, etc.; antique clock in
 mahogany case, timepieces, butler's tray and
 numerous effects
 On view morning of Sale from 9 till 11.
 Sale to commence at 11 o'clock precisely.
 Catalogues may be obtained of the Auctioneer.
 Offices:—Regent-street, Great Yarmouth.

Figure 23 Sale of Henry's personal goods

Now only the London Road Lowestoft shop remained and was still being managed by Robert William Brand. However, Henry's executors had a duty to liquidate the estate and offered Robert the chance to buy the business which was valued at £255. Although he had no money of his own, he borrowed £155 from Churchman of Ipswich. We learn that by this time the clothier business had a tobacconist business attached to it and Churchman are well known tobacconists.

As Robert had no money of his own he was allowed by the executors to pay the £100 balance in monthly instalments. The Kelly's directory of 1900 lists the shop as Robert William Brand so we can assume the sale had completed by then. It seems though that Robert was unable to make a success of it and by February 1902 was clearly in financial trouble. On 3rd February 1902 he executed a deed of assignment and the business was sold to Yarmouth Stores. They continued to run a store from 10 London Road North for several years despite already having a store in nearby Bevan Street. Robert was retained as manager on 30 shillings a week. They were still trading at the address as late as 1929. Thus ended the Brand owned clothier dynasty that started almost 100 years earlier when William Jermyn Brand migrated from Suffolk to Norfolk.

It was not quite the end of the story for poor Robert though. Around July 1902 Messrs. William Emms and sons of Syleham (A small parish six miles east of Diss) had a judgement made against Robert William Brand for unpaid debts. Emms were Linen manufacturers who took over the mill at Syleham in 1899. It was a watermill with an added steam engine and milled cotton and drabnet. As the order remained unsatisfied by the late autumn, a Bankruptcy Receiving Order was petitioned by on 8th November 1902.

In December 1902 the case was heard in court and it was revealed that Robert had debts

MANAGER'S BAD SPECULATION.
Robert William Brand, late of 64, Denmark Road, Lowestoft, now of 103, London Road South, Lowestoft, outfitter's assistant. Liabilities, £26 3s. 6d.; assets nil.
Debtor said for twenty-eight years he was manager of an outfitter's business for his uncle, and he was in receipt of a weekly allowance. His uncle died, and he purchased the business by valuation, which came out at £255. Debtor had no money of his own. There was a tobacconist business in connection with the business, and Messrs. Churchman of Ipswich lent him £155, and the executors allowed the balance of £100 to be paid by monthly instalments. Messrs. Churchman's debt had been repaid. On 3rd February last debtor executed a deed of assignment, and the liabilities were returned at £737 2s. 6d., and the assets realised gross £235 11s. 10d. The business was sold, but subsequently opened by the Yarmouth Stores, and debtor had continued to work for them, and was in receipt of a weekly allowance. He had never heard of a man filing his petition before with only £26 liabilities. He knew the £10, the amount of the bankruptcy proceedings, would have given the creditors 7s. 6d. in the £. He was living in a house at a yearly rental of £23, and was earning 30s. a week. He would not be prepared to set apart any of that amount for the benefit of his creditors.
The Official Receiver—Then I must make application against you.
The examination was closed.

Figure 24 Bankruptcy proceedings against Robert Brand

of just over £26 and no assets so a bankruptcy application was made against him.

In September 1903 the bankruptcy was annulled after all his debts were paid in full and in 1904 the London Gazette published a Release of Trustees notice (The Official receiver being the trustee) indicated the case was closed. Robert, died on 17th February 1925 at the age of 71. He is buried in Oulton churchyard.

We should also mention Edward Olley Brand's son Jermyn Edward Brand who was born whilst Edward had his shop in Chelmsford. Jermyn returned with his family to Yarmouth but by 1891 when he was 25, he was a Draper's Assistant living and working at William Tarn & Co. in Southwark, London. This was a huge department store and at the time of the 1891 census, Jermyn was one of literally dozens of Draper's Assistants living at 165 Newington Causeway, where the store was. A few years later he had his own business in Southsea and after a brief sojourn running a business in his Chelmsford birthplace, he returned to the West Country and became in 1925 a founding director of the Barnstable department Banbury's. Jermyn died in 1939 but the store he invested in is still trading today.



Figure 26 Advert for Jermyn's Southsea store

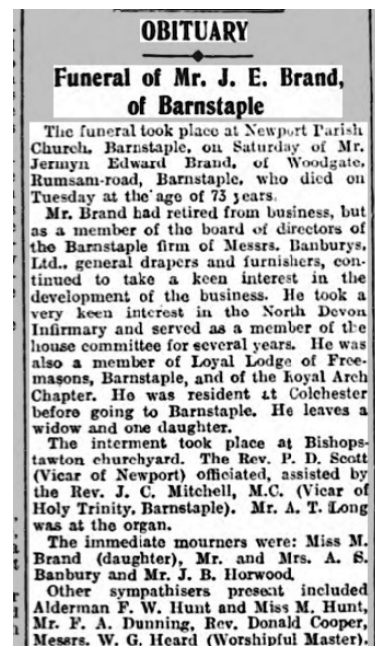


Figure 25 Jermyn Brand newspaper obituary

There were other small vestiges of the empire in that William George Brand (1859-1949) – (Henry's nephew, Robert Moon senior's son) is by 1881 a tailor living at 11 Bure Place. Whether working for his self or for the Brands is not known; sister Florence is a seamstress; sister Alice married James George Sowell – a tailor! By 1901 William is living in 9 Saloon Street and is still a tailor. His 16 year old daughter Lillian (Our great grandmother) is a dressmaker although later she will become the power behind the bar at the Breydon Arms on Cobholm (and unofficial pawnbroker). By 1911 son George is also a tailor although as the Brand empire is over, we are not sure where this might have been. By the time we knew the surviving Brands in the sixties and seventies there was no one left in the rag trade at all. The last we know of was George Victor Brand, grandson of Robert Moon Brand. George was listed as a retired tailor when he died in Gorleston in 1962.



Figure 27 William George Brand, 1859-1949, our Great x2 Grandfather and the oldest of the family we have a photo for

A mention should also be given to those several Brands from these lines who laid down their lives for King and Country during the Great War. Robert Moon Brand (Grandson of William Jermyn's son Robert Moon Brand) and Geoffrey Jermyn Brand (Grandson of William Jermyn Brand's eldest son William Jermyn Brand) both died on the first day of the Somme: 1st July 1916. Sydney Avril Brand, another grandson of Robert died in France on 27th September 1916, and Eric Jermyn Brand (Grandson of Edward Olley Brand) died France 23rd August 1918.

And though the story of the Brand tailoring dynasty ends here, the following appendices will add more flesh to these bones.

Appendix 1 - A Life Beyond Work

Tragic Family

Although coming from a large family who mostly lived long lives, Henry didn't have much joy with his own wives and close family. His first daughter Caroline, was born prematurely on 20th December 1852 just less than six months after Henry married her mother, Emily Bensley, on 30th June. Caroline only lived a week dying on 27th December. She was buried in Acle on 29th December. Emily herself died just over a month after that when she succumbed to tuberculosis on February 2nd. Emily was also buried in Acle, on February 8th.

Henry remained a widower for 18 and a half years before marrying again on 11th September 1871. His wife, Mary Crow Lettis was some fifteen year younger than Henry. From the records it would appear that Mary doesn't conceive in their first three years of marriage. However, anecdotally we have heard of other 'children' so it is possible that Mary miscarried at least once in the period between their marriage and mid 1874 when she became pregnant with their first delivered child. He was born prematurely on 13th February 1875 and baptised the following day – St Valentine's Day – being christened Henry Howard Brand like his father. Sadly he lived only 58 hours dying on 15th February. Almost a year later on 19th Jan 1876 Howard Brand was born and lived for five months



Figure 28 Close up of Henry Brand's grave marker

before dying on 16th May. His cause of death was given as Infantile diarrhoea and was certified by his uncle, Thomas Lettis.

Finally Henry Noel was born on Christmas Day 1876 and survived eight months until 2nd September 1877. He died of malassimilation (He couldn't absorb nutrients from his food). Once again the death was certified by Thomas Lettis.

Their youngest child was Ethel Mary was born on the 15th March 1879 and survived infancy. Indeed she lived to be 100 years old and her story will be told in another book by these authors. However, when Ethel was just 22 months old her mother died at the age of 37 and her death certificate states that her cause of death was due to phthisis (tuberculosis or similar wasting disease). The certificate also noted that a miscarriage at five months contributed to her death meaning that she had lost yet another child. Mary is buried with her three young sons in Great Yarmouth Old Cemetery.

One of the other key characters in this story, Robert William Brand, faced an unusual family tragedy in April 1890 when his future mother-in-law was killed. Elizabeth Burton (Of a different family to his aunt of the same name with whom he worked) was one of three women who died in a train accident just outside Lowestoft. It appeared that a party of friends were returning to Elizabeth's home after visiting a friend across the marshes. The party tried to cross the line near Oulton Broad station and three of the women including Elizabeth were struck and killed.

Typically for the day, the paper glorified in telling how Elizabeth was "very nearly decapitated" and that visual identification of the bodies was "quite impossible". An inquest returned a verdict of accidental death. The funeral was held at Oulton churchyard a few days later and the paper could not help but point out the railway line was clearly visible thanks to the churchyard's elevated position above the marshes. Robert was, of course, one of the chief mourners.

Colleagues and relations

As noted earlier, when Henry married Mary Crow Lettis in 1871, he was marrying into an old Yarmouth family. They were well established as fish merchants and more recently, rope-makers. Indeed their business may well have used the ropewalk on the South Denes that stretched parallel to Exmouth Road between the Brands' shop and the Naval Hospital. However, Henry's brother-in-law Thomas would become the best known Lettis of all as a local GP and as the Police Surgeon.

Henry's sister Mary Ann Brand married into the Giles family, another firm of local business people (Fish Auctioneers etc.) and his niece – also Mary Ann – married Lovewell Blake, founder of the chartered accountancy that still bears his name today.

Henry also mixed with the great and good of Great Yarmouth whether in business, in a civic capacity or in the Freemasons (See below). Sadly we have not uncovered any letters or evidence which reflect these relationships. It would be fascinating to learn what his standing was with these people.

Civic Life

Great Yarmouth was a somewhat unbalanced and dare we even say, corrupt borough in the late 18th century. The Corporation was a self-electing body of 12 aldermen and 24 common councillors, dominated by Tories like the Costertons, Lacons, and Palmers. Whig merchant Dissenters such as the Hurrys, Shellys and Brightwens were excluded. Rich pickings were to be had from leases to land on the Denes and the aforementioned Tories seemed to often be beneficiaries of these leases doled out by the Committee of Liberties. The Mayor was elected by an inquest and the councillors were locked in a room until they agreed who would be mayor. This could take hours and sometimes days and it was often said the victor would be the man with the most biscuits in his pockets.

This changed in 1835 with the Municipal Corporations Act 1835 (aka Municipal Reforms Act). An 1834 enquiry essentially reached the conclusion that Yarmouth had been administered for over a century by an incredibly tight little clique of families which viewed the borough as their own private plaything - and ran it as such. The reforms brought Liberals to the fore was soon after this that the Brands appeared to enter civic life.

Both William Jr and Henry had strong civic leanings and were ardent Liberals. William first stood as a Liberal candidate in borough elections as early as 1843 though he failed to be elected in a Tory whitewash. He was later elected for St Andrew Ward in May 1863 but was unsuccessful when trying to gain re-election in 1867. Henry however, came last standing for Market Ward in 1872. He also stood for Market Ward in 1892 but again, was not elected.

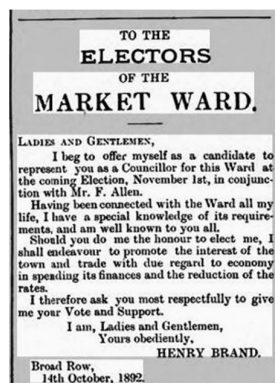


Figure 29 Henry announces his standing for the 1892 Borough elections

Both also supported their national Liberal candidates and in the wake of the 1865 election were embroiled in a wide-spreading bribery scandal that was investigated both by a local inquiry and later a Royal Commission. They were implicated in offering money to voters to sway their vote but not charged. It seems that many of the great and good of Yarmouth were also involved. The borough was disenfranchised because of the scandal and merged into North Norfolk until 1885 when it was re-enfranchised. 1885 was also the year that Henry and many others turned away from the Liberal party and joined the Unionists over the question of Home Rule.

Henry also held other positions of authority although not all ended well. On Feb 4th 1874 Henry (along with J Rivett* and William Thornton Fisher) was unseated as a guardian after an enquiry by Harry Burrard Darnall the well-known Poor Law Inspector.

**We believe this is James Rivett, the Broad Row confectioner*

Henry was generous and philanthropic too. In 1877 H.E. Brand (The business) donated £5 to the Widows and Orphans fund set up after a storm on 30th January saw the loss of 18 Yarmouth fishing vessels with all hands. 116 souls died and 50 widows were created on one night!

In 1889 Henry sat on the mayor's arts committee that arranged a large exhibition in the Town Hall to raise money for the Free Library. Indeed, he seemed to regularly attend mayoral events and dinners, sometimes taking his young daughter Ethel with him. In 1892 he presented portraits of Nathaniel Palmer (Recorder) and John Fisher (Former Mayor) to the Tollhouse Museum.

In 1868 Henry was one of those organising the merchants and traders in raising opposition to increased rates being charged by the Steam Navigation Company. He called the meeting and was unanimously elected as chairman.

CONTEMPLED STEAM-BOAT OPPOSITION.

On Monday evening, a large and influential meeting of the merchants and traders of the town, was held at the Star Hotel, to consider the position in which they were placed by the proposed extension of the steam line, through the recent increase in traffic rates, and the desirability of entering into negotiations for the placing of a boat on the station. The business of the meeting was convened by circular, and was composed of representatives of almost all the trading interests in the town. Mr. J. O. Dwyer, who, in conjunction with Mr. H. Brand, had been the proposer, was unanimously voted to the chair. Mr. Dwyer, in introducing the question they were called upon to consider, briefly advised the meeting of the views of the directors of the Great Eastern Railway and the General Steam Navigation Company, and said the important question was great as it was of a serious consideration. As it was a question in which they were all deeply interested, he would leave it to them to put it to a vote, and he would not say more, simply remarking that if they deemed it advisable that a second line of steamers should be placed on the station, Mr. J. O. Dwyer would be glad to have the aid of the firm of Williams, Messrs. Brand, and Mr. Williams, was fully prepared to run a boat on receiving satisfactory evidence of support from the trading interests of the town.

Mr. J. O. Dwyer then moved the following resolution, which was received, said, in answer to questions put by the meeting, that if the pledge with regard to support for the proposed extension of the line was not given, it was a partner proposed putting a boat on the station that as it thought would fully meet with the requirements of the town, and that they would, for a few hours, and had had therefore but few opportunities of expressing their wishes in the matter, or to arrive at any definite conclusion, he would now put the question to a vote. He thought, however, from what he had said before him, that they would be enabled to bring goods to the station, and that what had hitherto been charged by the railway company, would be reduced, which would be a considerable reduction from the recently revised rates. It was proposed that the boat should run twice a week, and that the distance of a desultory character ensued. Mr. Brand eventually moving the appointment of a committee to enter into negotiations with the railway company with regard to the tariff, and all other necessary details. The motion having been seconded by Mr. Lawes, was unanimously carried, and a committee of gentlemen were appointed a committee—Messrs. J. O. Dwyer, J. F. Power, Jackson, Blagg, Brand, Nall, Bart, and O. Williams, to consider the question, and to report to the next meeting, which, it was understood, would act as the local committee.

It was also decided that he had already canvassed a number of traders in the town, and that he would be glad to have the aid of the firm of Williams, Messrs. Brand, and Mr. Williams, was fully prepared to run a boat on receiving satisfactory evidence of support from the trading interests of the town.

A resolution moved by Mr. T. J. Williams, to the effect that the committee should be empowered to enter into negotiations with the railway company, was also carried, and the committee, having been adopted, the proceedings terminated.

GREAT YARMOUTH SAVINGS BANK,

Certified under the Act of 1863.

GENERAL STATEMENT of the Funds of the Savings Bank for the year ending 20th November, 1899. Ordered to be filled up and produced at the Directors' Office, within Nine Weeks after the 20th of November, pursuant to 26 and 27 Vic., cap. 87, sec. 65.

The Trustees of the Savings Bank, Established at GREAT YARMOUTH.

Dea.	CHARGE.	£ s. d.	DisBURSE.	Coa.	Balance due on the 20th November, 1899, brought forward	£ s. d.
To Balance due on 20th November 1898, including Interest as per last return		142,392 2 6	By sums actually paid to depositors in Money, including Interest on the year ending 20th November, 1899	142,392 2 6	Total amount of cash paid	138,943 17 3
Suma received from Depositors within the year ending 20th of November, 1899		16,849 11 8	Suma transferred to Fund for Savings Bank	165 18 6	210 When respective balances on 20th November, 1899 (including Interest) did not exceed 21s each	127 0 11
Suma Transferred from other Savings Banks		108 17 4	Suma transferred to other Savings Banks	253 7 5	211 Ditto, above 21s, and not exceeding 45s each	1,346 8 10
Interest on Monies invested with the Commissioners for the Reduction of the National Debt in the year ending 20th November, 1899		2,701 11 8	Suma paid for Managers' salaries within the year ending 20th November, 1899	229 2 0	212 Ditto, above 45s, and not exceeding 60s each	2,907 4 6
Interest on sums transferred to the Public Office Savings Banks		46 9 3	Salaries of Clerks, Messengers, and other persons employed in the Management of the Bank	235 2 0	213 Ditto, above 60s, and not exceeding 75s each	1,029 11 0
Interest on sums transferred to other Savings Banks		1 16 8	Salaries of the Managers of the National Debt, including Interest on the year ending 20th November, 1899	402 11 2	214 Ditto, above 75s, and not exceeding 90s each	7,982 1 6
			Interest on the year ending 20th November, 1899	184 2 0	215 Ditto, above 90s, and not exceeding 105s each	5,572 11 0
			Interest on the year ending 20th November, 1899	389 2 0	216 Ditto, above 105s, and not exceeding 120s each	15,640 13 6
			Interest on the year ending 20th November, 1899	124 11 0	217 Ditto, above 120s, and not exceeding 135s each	10,860 15 0
			Interest on the year ending 20th November, 1899	134 2 0	218 Ditto, above 135s, and not exceeding 150s each	2,446 8 3
			Interest on the year ending 20th November, 1899	134 2 0	219 Ditto, above 150s, and not exceeding 165s each	14,901 9 6
			Interest on the year ending 20th November, 1899	134 2 0	220 Ditto, above 165s, and not exceeding 180s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	221 Ditto, above 180s, and not exceeding 200s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	222 Ditto, above 200s, and not exceeding 225s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	223 Ditto, above 225s, and not exceeding 250s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	224 Ditto, above 250s, and not exceeding 275s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	225 Ditto, above 275s, and not exceeding 300s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	226 Ditto, above 300s, and not exceeding 325s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	227 Ditto, above 325s, and not exceeding 350s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	228 Ditto, above 350s, and not exceeding 375s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	229 Ditto, above 375s, and not exceeding 400s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	230 Ditto, above 400s, and not exceeding 425s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	231 Ditto, above 425s, and not exceeding 450s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	232 Ditto, above 450s, and not exceeding 475s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	233 Ditto, above 475s, and not exceeding 500s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	234 Ditto, above 500s, and not exceeding 525s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	235 Ditto, above 525s, and not exceeding 550s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	236 Ditto, above 550s, and not exceeding 575s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	237 Ditto, above 575s, and not exceeding 600s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	238 Ditto, above 600s, and not exceeding 625s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	239 Ditto, above 625s, and not exceeding 650s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	240 Ditto, above 650s, and not exceeding 675s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	241 Ditto, above 675s, and not exceeding 700s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	242 Ditto, above 700s, and not exceeding 725s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	243 Ditto, above 725s, and not exceeding 750s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	244 Ditto, above 750s, and not exceeding 775s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	245 Ditto, above 775s, and not exceeding 800s each	11,029 11 0
			Interest on the year ending 20th November, 1899	134 2 0	246 Ditto, above 800s, and not exceeding 825s each	11,029

Figure 31 Press cutting on the meeting opposing the Steam-boat Company

Figure 30 Statement for Great Yarmouth Savings Bank showing Henry Brand as a director

He was a director of the Great Yarmouth Savings Bank and a shareholder of the Great Yarmouth Investment Company (Limited). No doubt he had his finger in other financial pies.

We also learn that he acted as a trustee in a bankruptcy case on at least one occasion. This was in September 1866 for Horace Perfect, Chief Engineer on the Trinity steamer Beacon.

Freemasonry

Fraternal and Friendly Societies were big news in Victorian England, and it was almost inevitable that anyone who was, or wished to be, a big-wheel in their local community would take part. Henry was initiated into the Lodge of Friendship (No. 100) in Great Yarmouth on 4th April 1864 passing on the 2nd May and being raised (i.e. completed his Third Degree) on the 30th. He was described as a Woollen Draper. He made his last payment to this Lodge in 1870 by which time he was already a member of the Lodge of United Friends (No. 313) which he joined on 9th December 1869. By now he was described as a Cloth Merchant. He resigned 10th October 1887. Henry was also a member of the Nockoldonian Society, an ancient Yarmouth Guild.

A highlight of his Freemasonry career must have been on the night of Thursday 7th May 1885 when Henry was present at Yarmouth Town Hall to see His Royal Highness Prince Edward of Wales (Prince Albert Victor) raised to the Second Degree. The Prince was initiated into the Alpha Lodge by his father the Prince of Wales. It was a specially convened meeting featuring a great many Freemasons from across the county and elsewhere and all were invited for drinks at the Crown and Anchor afterwards. That must have been a busy bar that night!

Henry's nephew Robert William Brand, manager and later owner of the Lowestoft shop, was a member of the Loyal Wingfield Lodge of the Manchester Unity Independent Order of Oddfellows; an alternate fraternal order.

Hobbies

Henry himself may have been too busy for hobbies but his brothers William and Robert and nephew Robert weren't. All were keen poultry and pigeon fanciers regularly showing birds.

LOCAL SUCCESSSES.—The following local successes of members of Lowestoft Poultry, Pigeon, &c. Show, have just been secured as under. Fakenham Show—Mr. R. W. Brand took 1st, 4th, and special prizes for the best pen of bantams in a show; Messrs. Palmer and Ruffles took third prize in a very large class of minorcas. Mr. J. T. Chipperfield was adjudged fourth for gold pencilled Hamburgs; in the Brown Leghorns Mr. Y. A. Tepps took the second prize, and Mr. E. A. Bidwell took 1st and 3rd, and h. c. with canaries. At Bury St. Edmund's Show Mr. R. W. Brand took 3rd.

Figure 32 Lowestoft Journal 01 February 1890

In 1890 Robert William Brand was chairman of the Lowestoft Poultry and Pigeon Society. He was also a founding member of the Norfolk and Suffolk Piscatorial Society and bowled for both the Great Eastern Hotel Bowls Club and the Oulton Broad Green. He held committee positions in most of the clubs he was involved with.

THE NORFOLK AND SUFFOLK PISCATORIAL SOCIETY ON PLEASURE BENT.

The centre of an important sea and freshwater fishery constituency—no wonder that in Lowestoft Grand Old Isaac Walton is worshipped in spirit and in truth. The Temple or Club House of the Disciples of the Past Grand Master of the Rod and Angle, is at the Great Eastern Hotel, Denmark Road. The president is Sir Alfred S. Gooch, Bart.; vice-president, Mr. T. G. Mayhew; and the indefatigable honorary secretary is Mr. A. G. Emma. The society is devoted to no selfish interests. Common sense, healthy recreation for high and low is its motto, whilst its subscription being practically nominal, the benefits it confers directly and indirectly on the town of Lowestoft by conserving an ever popular sport for visitors must be incalculable. On Wednesday night there was a grand gathering of the élite of the piscatorial world and their friends at the clubhouse for indulgence in fraternal music, mirth, and revelry. The commodious assembly hall of the clubhouse was tastefully decorated with a liberal display of hunting and piscatorial trophies and implements cunningly arranged in quaint apropos devices, lent for the auspicious occasion by Messrs. A. E. Smith, R. W. Brand, A. E. Daniels, J. Shipley, jun., T. W. Westgate, H. Bunn, and A. G. Emma. That genial son of Esculapian, Dr. Dillon, occupied the chair, faced by Mr. R. W. Brand, and among the numerous company supporting him were Messrs. F. J. Dowsett, T. Brown, A. Stebbings, A. G. Emma, J. W. Smith, J. G. Ling, E. Titcomb, J. Russell, Captain Henderson, T. E. Butcher, Captain C. Burpoint, T. W. Westgate, L. Watson, J. Ward, J. Shipley, sen., Dr. Wooding, E. S. Brock, J. R. O'Driscoll, E. S. Norton, J. B. Cooper, H. Bunn, E. Forrest, C. T. Day, J. S. Sterry, H. F. Allen, R. S. Gidney, J. Blunderfield, Fred Smith, Tophias, E. Hunter, &c., &c. A first-class programme of choice vocal and instrumental items was provided. Mr. A. J. E. Gee,

so well-known and appreciated in the musical world of Lowestoft, opened the ball with a grand pianoforte solo, followed by Mr. E. J. Shipley with his house-fetiching song "O Grady." Then came Mr. Titcomb with a fine rendering of "The Diver," Mr. Clarke rousing the patriotic enthusiasm of all present to fever heat with "The Englishman." Mr. L. Wilson's humorous singing of a humorous song, entitled "McAnnelly's Garden Party," brought the risibility of his audience into full play, whilst the tuneful rendering of "Rochester Bells" by Mr. Ward secured most hearty and well-deserved applause. Mr. L. Thain's song, "I saw him home," having been well received, Mr. F. J. Dowsett gave in grand style the uncommon recitation "Alexander's Feast," by Dryden. Mr. Smith's splendid voice was heard to perfection in his invitation to "Come into the garden," "Maid," and Mr. Turner gave in telling style "I was there as well." As if to the manner born, Mr. Rose favoured the audience with the notification, sung on the foremost of funny lines, that "He couldn't take the two of us." Then Mr. Hildyard rendered with artistic feeling that old favourite ditty "The beauty of the valley." Dr. Dillon, with a funny native brogue and great dramatic power, gave with the heartiest tokens of appreciation the famous recitation "The Irish wedding." Mr. Blunderfield following such with his imitable rendering of "Killaloe." Mr. King's song, "The outlaw," was nicely sung, and received the acknowledgment it deserved.

At this point Mr. Emma (the Hon. Secretary) gave a brief resume of the progress of the club, and its ups and downs. It had been established four years. The first year it had 50 members, which fell to 27 in second year, rose to 33 the next year, and at the close of its fourth year it had on its books 46 members. During the past year 15 fishing matches had been arranged, but owing to unpropitious weather, five had to be postponed. Prizes of the value of £12 5s. had been fished for. They had a balance of about £2 10s. in hand. The smoking concert on the 27th February was a success of adding 15 new members to the roll. The subscription was but nominal, viz., 2s. 6d.

per annum. In conclusion, Mr. Emma called on all present to rally round and try a day's pleasure with them. He was sure they would enjoy themselves, and he trusted that night to receive the names of many new members. Mr. Emma having finished the business part of the programme, Mr. Hartley gave in his usual first-class style a beautiful violin solo, Mr. Clarke following with the well sung comic ditty, "They never will invite you any more." Mr. Fred Smith's woeful experiences of a voyage in the "Blonde" on Oulton Broad with Bilberry brought down the house. Then came "The Life boat," sung magnificently by Mr. J. W. Smith, and was loudly applauded; after which Dr. Dillon eloquently held forth in praise of the aims and benefits of the society, and impressed on all the necessity of upholding it, and announced the following new Vice-Presidents, viz.:—Messrs. H. Chamberlain (Yarmouth), F. S. Spashett, T. Brown, and A. Stebbings. The new members were:—Messrs. H. H. Catchpole, jun., F. Stebbings, E. F. Thain, Ostring, Holmes, Love, Allen, Oldney, Brock, &c. Mr. O. Driscoll, it was announced, would give a box of cigars to be "fished" for. Mr. A. Stebbings, in a few words, also spoke in eloquent terms of the society, to which he had belonged from the first, and dwelt on the benefit the town had derived from it. The harmony was then resumed, Mr. L. Watson giving with *celo* the side-splitting intimation that "We've all got 'em." The remainder of the programme, consisting of some half-dozen songs, was rendered in the same excellent spirit which characterised the proceedings all along; and on the arrival of the hour for retiring, all confessed that a most enjoyable and profitable evening, so far as the society was concerned, had been spent.

Figure 33 Lowestoft Journal 02 April 1892

Properties

There is no doubt that much of Henry's wealth came from investment in properties. With so many missing documents we cannot map a complete history of his property purchases but the electoral registers give us some insight. It is far from perfect since more people got the franchise during the 1800s and being on the electoral register was no longer dependent on being a property owner.

We have evidence of Henry's brother Robert Moon Brand trying to dispose of his leased property in Broad Row as early as 1853 – shortly before he assigned his business away. This is possibly no. 9 Broad Row (By the new numbering system)

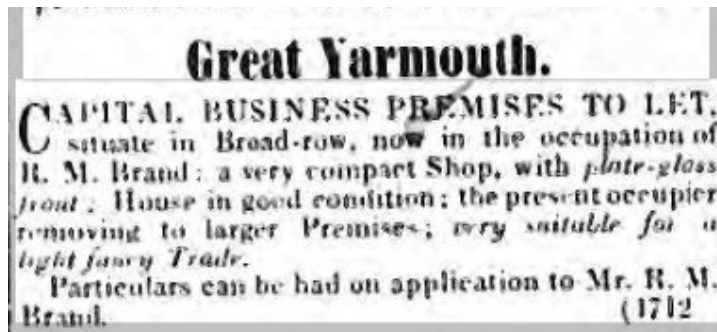


Figure 34 Robert Moon Brand's leased shop - possibly no 9 (1853)

Five years later William Jermyn Brand is trying to dispose of his shop front. It's not clear which shop this as William had been working away in Suffolk. It's possible this is the shop Robert Moon Brand has

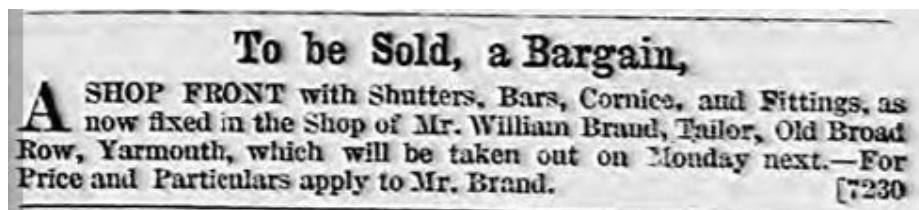


Figure 35 Aug 1858

We have seen conflicting information about 24 (Later 11) Broad Row. We believe the Brands occupied it for many years and have seen it written that they owned it from at least 1849. However it is likely that they only ever leased the property. We know that Stephen Gowing let a property in Old Broad Row to Brand in 1844, then again in 1855 and 1856. This is probably the same property. In 1877 there is an existing indenture held at the Norwich record Office that shows that Henry and Edward took out a 14 year lease in 1877. It reads:

"in which Frederick Robert Martin King of Gorleston (Druggist and Chemist) and Mary Ann King, his wife, and Eleanor King and Maria Hords King (Lessors) do Demise and Lease to Henry Howard Brand and Edward Olley Brand (Lessees), a dwelling house and shop being in the Old Broad Row with the warehouse behind as now occupied by Henry and Edward. Term 14 years from 24th June 1877 at £65 p.a."



Figure 36 Henry and Edwards signatures from the indenture lease

The 1868 directory reports that Brands were trading at Broad Row **and** the corner of George Street. We also know from a report in the Jewish Chronicle that in the late 1880s Henry pulled down a house on the corner of Broad Row (See below). At first glance we took this to be same house as above but on further investigation we were less sure. What follows examines this.



Figure 37 Broad Row

We know from the Jewish Chronicle that the house Henry had pulled down had previously belonged to “a Jewish family named White (who lived there 20 years but left Yarmouth c.1865)”. We also know that Henry found two Mezuzot which had been attached to the doorpost. He gave these to St Nicholas’ where they were displayed in a glass case. This is why the Jewish Chronicle carried the report.

A study of census and other records leads us to determine that the family in question are tailor Anthony White (Born c.1812) who married Louise Isaacs on 15th April 1839 in her father’s house on Gaol Street. At the 1841 census they are living on Charlotte Street with their 3 month old son Isaac. Now Broad Row adjoins Charlotte Street and we wonder if this house was on the corner – the opposite end to George Street – or is a different property all together.

By the time of the 1844 Electoral Register one booklet says they are living Broad Row whilst another – labelled Gorleston – says they are living Broad Row and Charlotte Street. From 1847 through to 1859 the electoral registers show the Whites in a House and Shop in Broad Row. Louise has two further sons, Baron and Louis, but dies in 1850 and is interred in Norwich (there being only a small Jewish cemetery in Alma Road at the time). By 1951 Anthony has remarried a Berlin born Jewess called Lena. In 1861 what appears to be the same family are at 14 Broad Row (Old numbers) and Anthony is now a general dealer. The three eldest sons are all gone and new younger family of Rose, Ellen, Rebecca and Leon is now in place. By 1871 we find no trace of the family in Yarmouth which supports what the Jewish Chronicle said and in 1881 William is dead and Lena is living in Lancashire. And all this gets us no closer to working out where the property Henry let to them actually stood.

Henry's other Yarmouth premises were at 15 Southgates Road (aka South Denes Road). From the electoral registers he appears to own this from 1893-1898 but at the time of the fire in 1878 the newspaper reports that he was the owner and occupier. Generally speaking these properties were owned by the Corporation so it may have just been the lease he owned. He also owned the adjoining Wet Dock Tavern from at least 1889 to 1897, during which time it was leased to George Barrett.



Figure 38 The site of Henry Brand's South Denes' warehouse in 2018 © Steve Smith

From at least 1886 until sometime after his death, he owned 12 Britannia Terrace (later 54 Marine Parade) which was his home in his later years. Here he had neighbours such as R.H. Inglis Palgrave, C.H. Chamberlain (Coroner), Richard Walpole, and A.W. Morant, the architect. The terrace was designed by architect Joseph John Scoles who also designed the infamous Suspension Bridge over the Bure that collapsed killing many people.



Figure 39 Britannia Terrace

Additionally we are aware of Henry owning property at 8 Kimberley Terrace; a property on River Wall (North River Road), Runham Vauxhall; a house in Gorleston High Street; and a freehold house, land and a shop in Filby latterly let to a Mrs Harris. He bought Marsh Farm, Runham at auction in July 1895 and – possibly the same month – bought some good marsh land at Wickhampton near Halvergate.



Figure 40 Purchase of Marsh Farm

We do not know if he owned the properties in Lowestoft.

In 1891 he offered by tender three acres of land in Gorleston at £100 per acre to the Board of Guardians. They wished to build a Children's Home. Henry's land was ultimately rejected as it did not have any proper drainage and it would be too expensive to install.

Last Will and Testament

Henry wrote his will in March 1893 adding a codicil in 1898 simply to cover the death of one his executors. The original executors and trustees were his nephew George William Giles (1840-1898) and his nephew-in-law Lovewell Blake (1837-1910). When George died in 1898 Henry added George's brother Hammond instead. Each executor was left a

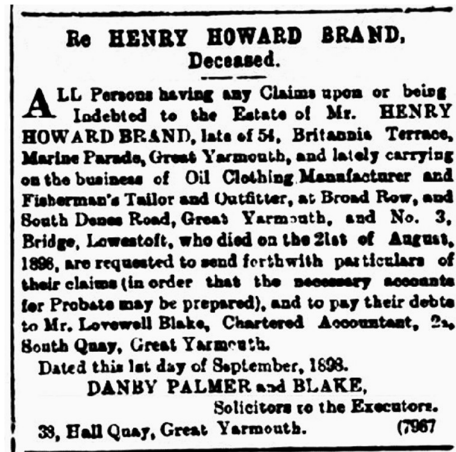


Figure 41 All Persons having a claim

princely sum of £100 (About £7,800 in today's terms) but had several demands made of their time for that sum as we shall see.

Other legacies were £100 to his sister Maria Susannah Andrews and £25 to Great Yarmouth hospital. Additionally he left annuities of £30 to each of his sisters (Elizabeth Burton and the unmarried Jane and Caroline). Of his other siblings, William, Edward, Mary Ann and Louisa had predeceased him; Joseph was excluded (presumably because he was wealthy in his own right leaving over £15,000 when he died in 1902); thus leaving only Robert Moon Brand to be accounted for.

This is the most interesting to us as he is our direct ancestor (Our Great x3 Grandfather) – it is also the most interesting bequest! Henry instructed his executors that his brother Robert be paid 12 shillings per week (A very basic living of about £50 per week today) under the condition *“until he shall attempt to charge or anticipate payment thereof in which case it is to fall into the residue of my estate”*.

Combine this with the fact that Robert assigned his business away some years ago and spent some time selling fish for a living, we think we might assume that of all the brothers he was a wastrel and the least talented businessman!

There were also one other interesting quirk in our Great x3 Grandfathers life. On Saturday 18th October 1845, the Norfolk news reported in its Marriages section, that on Thursday last (Presumably 16th October) *“at Great Yarmouth, by Rev. H McKenzie, R. Brand, tailor, Broad row, to Lydia, eldest daughter of Mr P. Coble, of the above place; the bride and bridegroom have left Yarmouth, en route to Paris.”*

Here’s the thing. We know from diligent previous research that Robert Moon Brand married Jane Elizabeth Simpson on 1st April 1851. He had not been married previously. There is no record in the parish records of a marriage between Brand and Coble and indeed the only Lydia Coble of the correct age in Yarmouth married one Thomas George in 1847. I suppose there are many theories as to what happened here but I’m going with the one where this rogue of a relative probably concocted a story of marriage so he could whisk her off to Paris for a dirty weekend!



Figure 42 Robert Moon Brand Memoriam card



Figure 43 Robert Moon Brand headstone in Yarmouth cemetery

However, back to Henry's will and it is the massive bulk of his estate that now concerns us. On probate Henry left £16,527 8 shillings and four pence (About £1.25m); after tax this was reduced to £9,255 12 shillings and eight pence (£725,000). Once the above annuities and legacies had been accounted for (and bear in mind that only Caroline, who lived until 1911, benefitted for more than a couple of years) it was a large and healthy balance. It was, of course, left to his only surviving child, Ethel Mary Brand. However, it came with some apparently simple strings attached, that in the end meant Ethel never saw very much of her inheritance. The will read as follows:

I give the residue of my estate with power during her life to apply the rents, interest, dividends, and income for her benefit for the sole and absolute use of my daughter Ethel Mary during the term of her natural life without the control of any husband (if she shall marry) and after her decease to her child or children (if more than one child) in equal shares and proportions share and share alike who being a son shall attain the age of 21.

Ok, so far so good. It's the next bit that would seem to trip things up.

I further direct that my said trustees shall have full power in their absolute discretion at the request in writing of my said daughter at any time or times and whether she be of full age or not to advance to or for her education, marriage portion or other advancement in her life a sum or several sums not exceeding £500 out of the "coffers" of my estate.

My interpretation of this was that the great sum of money was only available to her in sums of up to £500 on major life-events. Given that she never married or had children then beyond her university education it is difficult to see what events in her life may have fitted that condition. We also believe that the estate was badly invested and over Ethel's long-life may have dwindled to next to nothing. This is explored in more depth in her own story. However we should add that she was also left any furniture and belongings she wanted so was not bereft.

Appendix 2 - Shoplifters Will Be Prosecuted

Theft is always an issue for the small businessman but it is astounding how frequently the Brands appeared to be victims of thieves. This is based on the number of prosecutions – usually successful – reported in the local press. We wonder if they were simply more diligent about pressing charges than some of their fellow merchants.

The earliest report we find comes from January 1846 and was about a crime carried out against William Jermyn Brand. A ‘swell gang’ from Norwich had arrived in Yarmouth and were on the rampage; a little like the steaming gangs of the 21st century. The thieves took two silk waistcoat pieces from his shop in Broad Row before going onto Regent Road and stealing several silk handkerchiefs from Mr Dendy. At some point they also stole from William Algar Burton’s drapery before pawning some of the items. The ringleaders were found to be Benjamin Howes and Henry Read, both well known to the police in Norwich. Other gang members were James Galer, William Davies, and Charles Ostler. At trial in March, Davies and Ostler were acquitted whilst the others were transported for seven year.

THIEVES AT YARMOUTH.—Several of the swell gang which lately arrived in Norwich have made their appearance in this town, and traces of their evil intentions are manifest. On Monday se’nnight, Mr. Brand’s shop in the Broad-row was robbed of two satin waistcoat pieces, and Mr. Dendy’s at the corner of Regent-street, of several silk handkerchiefs. During the past week, Benjamin Howes and Henry Read, both well-known Norwich swells, have been under remand and have undergone several examinations. Portions of stolen property have been found upon them, and several of the silk handkerchiefs have been traced to the pawnshops, to which they were taken by a Mrs. Badham, who, with a man passing by the same name, was charged with the offences. Other property was also found upon them, which has been claimed by Mr. W. A. Burton. Howes and Read were committed for trial on several different charges, but the rest were discharged.

Figure 44 Norfolk Chronicle January 1846

An interesting aside was that Mayor of Yarmouth who was presiding over affairs, commented on the great cost to the public purse of the trial and suggested that the drapers of the town bringing the prosecution of the thieves contribute to the cost. The Recorder interrupted the mayor and told him he had already had “too much nonsense

from the Town Council about his allowances for prosecutions". He ordered that the entire budget be met by the Borough!

In March 1846, William Davies was charged with stealing a satin waistcoat piece from Robert Moon Brand. Several other stolen articles belong to Mr Brand were found in the prisoner's home when searched by Sgt Peak. However, for reasons that the newspaper report does not reveal, Davies was acquitted.

In March 1851 the back-premises of Mr Brand's shop in Broad Row were broken into, a door being forced. The report does not say what, if anything was stolen.

In May 1851, Robert Brown was committed to trial for stealing a pair of trousers from the shop of Robert Brand of Broad Row. We have not found a record of the trial.

In December 1853, Thomas Chase (38) was charged with having feloniously stolen, on 26th October, a rug, the property of Henry Brand and Prudence Brand. There were two other indictments charging the prisoner with stealing a cap from the shop of Mr R. Bacon, and a pair of grain knee boots, the property of Edgar Larke. The prisoner pleaded guilty to all three indictments and also a previous felony. He was sentenced to four years penal servitude.

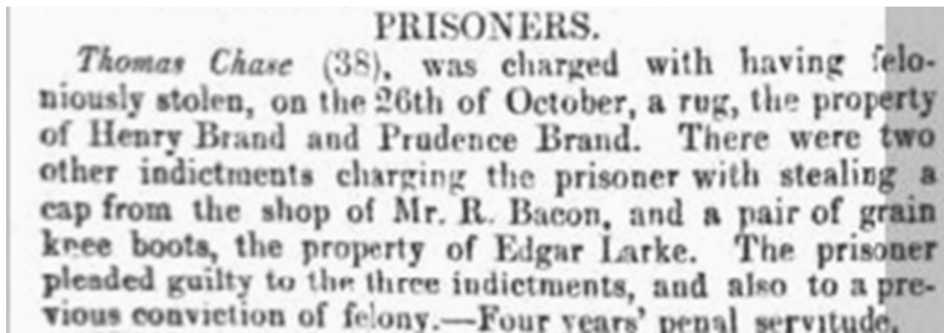
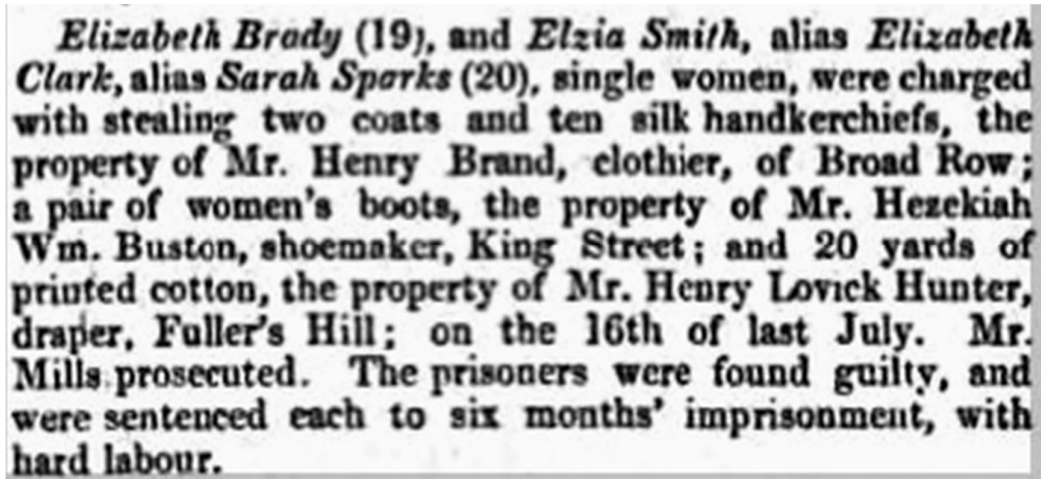


Figure 45 Norfolk Chronicle 31 December 1853

On Wednesday 7th February 1855 between 7pm and 8pm a thief stole a pair of trousers from Robert Brand's shop in Broad Row. The thief was not caught.

On 31st October a thief stole about six yards of cloth from Mr Brand's shop in Broad Row. The report does not specify which Mr Brand.

In July 1857, two women Elizabeth Brady and Eliza Smith (aka Sarah Sparks) were charged with stealing various articles of clothing. They were arrested at by Sergeant Johnson at the railway station (Vauxhall being the only one in existence at the time) on suspicion of having stolen some silk handkerchiefs from Henry Brand's shop on Broad Row. They were found to have these articles plus a coat from Mr Brand and various other items for other traders. They claimed to have been given the goods by some young men who asked them to take them to Norwich. The police uncovered Smith's alias and found out she had been previously prosecuted as Sarah Sparks. They were committed to trial and in October were found guilty and sentenced to six months prison with hard labour.



Elizabeth Brady (19), and Elzia Smith, alias Elizabeth Clark, alias Sarah Sparks (20), single women, were charged with stealing two coats and ten silk handkerchiefs, the property of Mr. Henry Brand, clothier, of Broad Row; a pair of women's boots, the property of Mr. Hezekiah Wm. Buston, shoemaker, King Street; and 20 yards of printed cotton, the property of Mr. Henry Lovick Hunter, draper, Fuller's Hill; on the 16th of last July. Mr. Mills prosecuted. The prisoners were found guilty, and were sentenced each to six months' imprisonment, with hard labour.

Figure 46 Norwich Mercury 17 October 1857

In January 1860 the court heard how one Sergeant Barnes had observed John Martin (40) a cattle-dealer's man, near Fuller's Hill attempting to hide a parcel he was carrying from the policeman. The policeman followed the suspect who went into the White Horse Inn on Church Plain and put the parcel down. Sergeant Barnes examined it and saw it was addressed to one Benjamin Johnson of Sheringham. It was later discovered that the packet had originally been sent with an errand boy by Henry Brand from his Broad Row shop to go up to Sheringham on the coach. The boy stated that he took the parcel into the tap room where he saw Martin. Martin took the parcel saying "It's all right". Martin

claimed to have been given the package by a boy to take to the pub. He was committed to trial and in March found guilty and sentenced to four months imprisonment with hard labour.

ATTEMPTED ROBBERY.—*John Martin* was charged by Sergeant Barnes with the following offence:—Barnes stated that between seven and eight o'clock on the evening of the previous day, he was on duty in George-street. He observed the prisoner near Fuller's-hill, coming from the north. After passing witness, the latter observed that he had a bundle under his arm, which he was evidently desirous of concealing. Witness followed him through various streets until defendant, probably becoming aware that he was watched, went into the tap of the "White Horse" Inn, Church-plain, and there laid down the bundle. Barnes followed him, and enquired from whence he obtained the bundle, when Martin said a boy had given it to him to bring to the tap. The parcel was directed to Mr. Benj. Johnson, Sherringham. The parcel contained a cloth jacket, a woollen guernsey, and two yards of cloth.—Mr. Henry Brand, of the firm of Prudence and Brand, clothiers, Broad-row, identified the property as having been sent by an errand boy, from his establishment, to the "White Horse," directed as above. The value of the property was £2.—Committed for trial.

Figure 47 Norfolk Chronicle 21 January 1860

In January 1864, a married couple—described in the press as “stupid, simple-looking country people” were charged with stealing from Henry Brand’s shop in Broad Row and Mr Fowler’s draper’s shop in the Market-place. What is interesting is that the defence try to claim that Edward Knights, the husband, was only accompanying his wife Jemima, to pay a bill. They tried to shift the theft entirely on to her shoulders. Mr Knights was indeed settling an account with Henry Brand at the counter when a shop assistant – David Newark – witnessed Mrs Knights hiding something under her shawl. They sent out for the police and Constable Cutting arrived who followed the couple and when they separated, searched Mrs Knights. He found various items on her which turned out to be stolen. They also found various stolen items at their house in Runham. During the proceedings Henry Brand said that he found Mr Knights an honest man whilst Mr Chamberlin – defending the couple – stated that Mrs Knights suffered from kleptomania and couldn’t help herself. They were remanded and on return to court in February Mr Knights was discharged and his wife sentenced to six months’ hard labour.

A CASE OF KLEPTOMANIA.—*Jemima Knights and Edward Knights*, husband and wife, of Runham, two stupid, simple-looking country people, were charged, the woman with stealing a quantity of articles, the property of Mr. Brand, tailor, mercer, &c., Broad-row, and Mr. D. R. Fowler, draper, Market-place; and the man with being accessory to the fact.—Mr. Chamberlin was for the husband. From Mr. Brand the female prisoner was charged with stealing a guernsey, a yard and a half of calico, and two yards and a quarter of cloth, value £1 1s. 6d.; and from Mr. Fowler several yards of ribbon and print, to the value of about 9s.—Mr. Chamberlin, at the outset of the case, said he should not be able to resist the evidence against the woman; but the husband had merely gone into Mr. Brand's shop in order to pay an instalment of an account, and he was quite innocent of this transaction on the part of his wife.—The bench decided to hear the evidence first before acquitting the male prisoner.—Mr. Henry Brand stated that on Saturday morning last the prisoners came into his shop. The man paid an account. While there his assistant gave him information, which induced him to seek for a constable, but on his return they had left the shop. The articles produced were his property.—David Newark, assistant to Mr. Brand, deposed that while the male defendant was settling the account, he was engaged at another counter serving the female prisoner. While so employed, he observed her secrete something under her shawl. He at once gave information to Mr. Brand, who went for a policeman.—Constable Cutting deposed that he watched the prisoners after they left Mr. Brand's shop. When they got near Mr. Stagg's shop, ironmonger, the male prisoner turned round and looked, and then walked off. Witness went up to the woman and asked her what she had under her shawl, when she said "Nothing." On searching her he found a guernsey secreted; and, in a basket which she carried, various other articles. He took her back to Mr. Brand, who identified the property, and from thence to the police-station.—Mr. R. D. Fowler stated that the female prisoner frequently dealt at his shop. The piece of print produced, ten or twelve yards, and the ribbon, about a dozen yards, were his property. They had not been sold out of his stock, and there was still his private mark upon them, which was always removed when articles were sold.—Sergeant Berry deposed that on Saturday he searched the prisoners' house at Runham. In a chest of drawers, in a down-stair room, he found five pairs of women's and children's boots, three or four pieces of print, a wrapper, handkerchief, some lace, a silk umbrella, and various other articles.—Mr. Brand, in reply to Mr. Chamberlin, said he had always considered the male prisoner an honest man.—For the defence, Mr. Chamberlin contended that there was no evidence whatever against the male prisoner; and on behalf of the female, he urged that she was irresistibly impelled to steal without being able to assign any cause for so doing. In fact, he looked upon it as a case of "kleptomania." [Laughter.]—Prisoners were remanded.

Thomas Savory, of the Steam Packet Tavern, was fined 5s. for allowing persons to assemble and drink in his house, at 8 a.m. on Sunday morning.

Figure 48 Norfolk Chronicle January 1864

In January 1868 another theft case came to court but this time by three employees – George Beevors, John Stanton, and Benjamin Warnes were accused of stealing various items from the Broad Row stores over a six month period. Inspector Berry stated that at the request of Mr Brand he had visited several local pawnbrokers and found various items belonging to him which had been pawned by the accused. The three admitted the offences but Beevor and Warnes turned on Stanton, accusing him of being the ringleader. The prosecuting attorney, Mr Chamberlin, pointed out the flaws in the pawn broking system and said that it needed to be looked at. Stanton was remanded until the following Wednesday whereupon he was found guilty and jailed.

Interestingly, whilst Inspector Berry was searching Stanton's house in Row 81 between court appearances, he found a quantity of silk which was found to be stolen from Grout's silk factory. Stanton and his wife both accused a Silk rewinder from the factory – Charlotte Dawson – of bringing the silk to their house. Dawson was prosecuted successfully for the theft and sentenced to 14 days hard labour. How easily the criminal classes turn against one another!

John Stanton, George Beevors, and Benjamin Warnes, three men in the employ of Mr. Brand, tailor, &c., Broad-row, were charged with stealing at various times within the past six months, several coats, waistcoats, and other property belonging to their employer.—Mr. Chamberlin prosecuted; Mr. Diver defended Beevors.—Mr. Chamberlin said the charge was a very serious one, and required a strict investigation. He would not, however, go into the case this morning, but ask for a remand.—Inspector Berry deposed that at the request of Mr. Henry Brand, he went to the shops of several pawnbrokers, and from information he received from them, he returned to Mr. Brand's establishment, when the three prisoners were called into a back room. Witness told them that he had visited the shops of several pawnbrokers, and that he had found articles of clothing pledged by them in their respective names, and belonging to Mr. Brand. They all admitted the offence; but Beevors and Warnes said Stanton was the cause of their doing so.—Mr. Chamberlin remarked that the system pursued by the pawnbrokers of taking in pledge new articles of clothing from workmen, required to be investigated. Some of the things had even not been made up.—Prisoners were remanded until Wednesday.
William Eastick, a young man of dissolute appearance.

Figure 49 Norfolk Chronicle 18th January 1868

In February, the Watch Committee minutes note that a letter of thanks was received from Messrs. Brand of Broad Row thanking the police – especially Inspector Berry – for their services in relation to the recent robbery at the shop.

In March 1868, William Edwards (24) aka William Boulton was accused of obtaining by false pretences an oily frock, the property of Messrs. Brand, clothiers. Edwards told the shop assistant that the garment was ordered by Mr Shuckford who owned the fishing smack, the Glance. This was denied by Shuckford. Edwards was found guilty and sentenced to two months in prison.

SATURDAY, FEB. 22.
William Edwards, alias Boulton, was charged with obtaining an oily frock from Messrs. Brand, Broad-row, by false pretences.—Prisoner, on Thursday, went to the shop of the prosecutors, and represented that he belonged to Mr. Shuckford's smack, the Glance, and which induced Messrs. Brand to entrust him with the frock, On enquiry it was found that prisoner had been stating that which was not true.—He was committed for trial.

Figure 50 Norfolk Chronicle 29 February 1868

In October 1868, James Hawkins alias Quin was remanded in custody charged with stealing a pair of stockings from Messrs. Brand, clothiers of Broad Row. We have no record of the outcome.

In November 1874 Thomas Grimble pleaded guilty to stealing a Guernsey frock from Mr Brand's Broads Row shop and was sentenced to three months' imprisonment.

In November 1876 James Fisher alias Wilson was charged with obtaining by false pretences from Mr Brand, clothier of Broad Row, a pair of blue pilot cloth trousers, a pair of mittens, and a shirt. He was also charged with stealing a pair of duffel trousers and a shirt from Mr Brand's shop on South Quay. Mr Brand's assistant John Skoyles, testified that Fisher came into the Broad Row shop with an order apparently signed by Mr Haylett, owner of the vessel Harmony which Fisher crewed on. He let the defendant have the requested goods on faith that the order was genuine. Albert Dewey, assistant at the South Denes' shop also supplied Fisher with goods on the strength of an order but being suspicious, he sent another shop assistant with the prisoner to the ship. When they were near the ship the prisoner fled. Mr Haylett denied issuing the orders. In January 1877 a jury found Fisher guilty and given a number of previous convictions, he was sentenced to seven years penal servitude.

FALSE PRETENCES.—James Fisher, *alias* Wilson, was charged with obtaining by false pretences from Mr. Brand, clothier, of Broad Row, a quantity of clothing, comprising a pair of blue pilot trousers, a pair of mittens, and a shirt. The prisoner was also charged with obtaining by like means a pair of duffel trousers and one shirt, of the value of 14s., from Mr. Brand's branch shop, South Quay. Mr. Skoyles, an assistant of Mr. Brand's, deposed that on Wednesday last prisoner called at the shop with an order purporting to be from Mr. Haylett, the owner of the Harmony. On this representation witness supplied prisoner with a pair of trousers and a shirt, of the value of £1. Similar testimony was given by Albert Dewey, assistant to Mr. Brand at his branch shop at the south end of the town, who in like manner supplied prisoner with a pair of trousers and a shirt of the value of 14s. In the latter case the assistant was not quite satisfied as to representation, and sent a person with prisoner, but the latter eluded him on the pretence of going into a urinal and got clear away. Mr. Haylett, owner of the smack Harmony, having stated that the order was presented without his knowledge or consent, the prisoner was formally committed to take his trial at the Sessions.

Figure 51 Norwich Mercury 11 November 1876

In August 1884, William Kennedy was sentenced to a month's imprisonment with hard labour for stealing a blue Guernsey from the door of Messrs H & E Brand's shop on South Quay. The shop's manager James Purt identified the Guernsey as belong to Mr Barnes [We feel this should have said Mr Brand]. Kennedy tried to pawn the jumper at Mr Hogarth's in Gorleston claiming to have bought it on Petticoat Lane. Suspected of lying, Kennedy was arrested by Inspector Dann. When the magistrate asked "What did you tell the pawnbroker you bought it for?" Kennedy replied "I don't know, my brain is not as clear as yours". This caused laughter in the court but didn't prevent the magistrate sending him down.

In November 1888, a fisherman from Woodbridge – George Blake – was accused of stealing an oily frock at Lowestoft. Robert William Brand, manager of Henry Brand's shop in Lowestoft, supplied the crew of the vessel William and Ellen with various apparel. It was supplied on the understanding it belonged to the shop until paid for. After a poor voyage, Blake left the ship taking the clothing with him without paying for it. In his defence he said he felt he had earned it after six week sat sea. His defence didn't stand and he was sentenced to seven days hard labour.

In November 1896, the Police Court heard how fisherman Samuel Johnson went on a spree around various outfitters in Lowestoft obtaining goods by false pretences. In the case of Mr Brand's shop, Johnson took boots, stockings and mittens putting them on the account of the Cecilia with the authority of Mr Daniel Yallop. At the Quarter Sessions in January 1897, Johnson (33) pleaded guilty to the theft charge and to a previous conviction. In mitigation Johnson said he had been drinking. A policeman gave evidence to the fact that Johnson had been arrested twice more the previous year, the later on 22nd October for stealing a horse and cart. At the time he had only been out of jail for two weeks. He was sentenced to three months hard labour for both the thefts he plead guilty to.

YOUNG ITALIAN THIEVES AT YARMOUTH.
At the Great Yarmouth Police Court, on Thursday, Vincenzo Mazzone, Charles Sabbini, and Augustus Sabbini, young Italians, hailing from Clerkenwell, were charged with being concerned together in stealing from a bathing hut, on the North Beach, a silver Geneva watch, value 15s. 6d., and 2s. 6d. in money, the property of John Powell, a visitor; with stealing from another bathing-hut, £1 5s. 6d. and a purse, the property of Thomas George Moore, a visitor; with stealing from a bathing-hut, from the pocket of a pair of trousers belonging to another visitor, named William Sidney Moore, £1 10s.; further with stealing from a counter at No. 25, Broad Row, four silk handkerchiefs, the property of Mr. Henry Brand; and with stealing from outside a shop, No. 36, Market Place, three pairs of india-rubber shoes, value 5s. 10d., belonging to Mr. Arthur Paab.—The prisoners, it appeared, went into the bathing huts, divested themselves of their clothing, and entered the sea, but returned in two or three minutes, complaining that the water was cold, and dressing themselves. They thus cleared off before the other bathers returned to the hut, and when these gentlemen followed them ashore they found their pockets had been rifled.—Mr. O. E. Green, pawnbroker, Howard Street, stated that on Wednesday afternoon the three prisoners went into his shop and bought three cloth suits and three shirts, telling him they had been singing on the beach, while the handkerchiefs and shoes, which formed part of the charge, mysteriously disappeared from the two shops in question.—When arrested by Constable Platten, the trio were silent. Upon Charles Sabbini was found £1 8s. 1½d. and two silk handkerchiefs, a new cap, a new suit of clothes, new shoes, new shirt, and a new pair of socks; Augustus had 14s. in his pocket, and also was in possession of two new silk handkerchiefs, new shoes, socks, shirt and braces; Mazzone possessed 15s. 3½d., a silver watch, a new cap, two silk handkerchiefs, a new suit, pair of socks, and a shirt.—Prisoners were remanded for a week.

Figure 52 Newspaper? 30 Jul 1897

In July 1897 the Police Court heard that three Italians, namely Vincenzo Mazzone, Charles Sabbini, and Augustus Sabbini – all from Clerkenwell in London, went on a theft rampage in Yarmouth. As well as stealing from a bathing-hut they robbed several shops. These included Mr Brand's shop at no. 25 Broad Row from where they took four silk handkerchiefs. John Skoyles, Mr Brand's shop assistant, said that the men came in the shop on Wednesday and he showed them two silk handkerchiefs, which they purchased. However unbeknown to Skoyles, they took two further handkerchiefs off the counter whilst he was serving them. They attempted to pawn their haul at H.E. Green's in Howard Street and were later arrested by Constable Platten. We can't find the outcome of this

case but we do know that the Clerkenwell Sabbinis went on to become a notorious London gang in the 1920s and 30s. The family of the same name featured in a heavily fictionalised form in the TV series *Peaky Blinders*.

On the 27th August 1897, John Gately, a 28 year old wire-worker stole a blue Guernsey from a rail outside 25 Broad Row, the shop of Henry Brand, clothier. The shop assistant John Skoyles apprehended Gately and took him back to the shop. However, he was alone in the shop and could not go and fetch a policeman so had to let the man go. He was arrested on the following Saturday and pleaded guilty at his hearing. He was sentenced to 14 days hard labour.

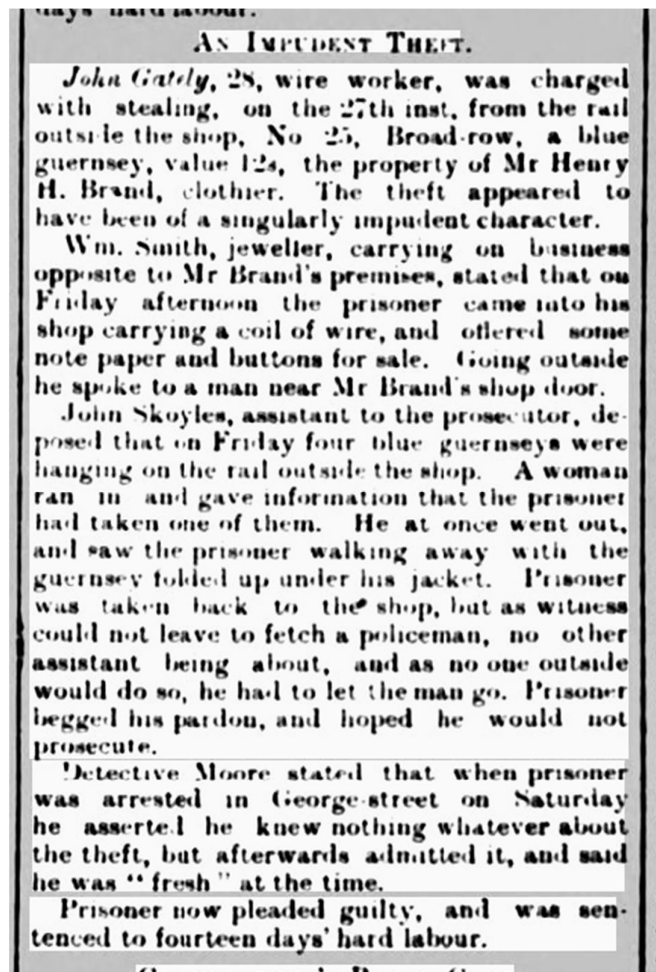


Figure 53 Yarmouth Independent 04 September 1897

Appendix 3 - Fishery Exhibitions

In the Victorian age we saw a surge in cultural and technological exhibitions, expositions, and World Fairs that laid the foundations for the ubiquitous trade shows of today. They probably started with the French Industrial Expositions that stretch back to 1798 but it was the 10th of these in 1844 that inspired the Great Exhibition of 1851. This, in turn, inspired the fishing industry to hold its first International Fisheries Exhibition in 1861.

We have not found a list of exhibitors but knowing something of Henry Brand's canniness and the fact that it was just across the North Sea from Yarmouth in Amsterdam suggest it is possible the firm exhibited. They weren't at the Bergen exhibition in 1865 but we suppose Norway was not quite as accessible as Continental Europe. The first proof positive we have of the Brands exhibiting in the International Fisheries Exhibitions was at Boulogne in 1866 when the London Daily News of 6th September reported "W & H Brand of Yarmouth have sent over several figures fully equipped in clothing adapted to fishing pursuits, under various circumstances; this firm carries on an extensive trade, and it supplies the garments adopted by fishermen at a very moderate cost."

The Exhibitions were great trade shows for the industry and displayed everything from the latest lifeboats to fresh fish and, of course, fishermen's apparel which was where the Brands fitted in.

In 1881 the Exhibitions came home to Norfolk. A National Fisheries Exhibition was held at the Drill Hall by Chapelfield in Norwich. This particular exposition was initiated by the Norfolk and Suffolk Fish Acclimatisation Society in conjunction with the Worshipful Company of Fishmongers and took place at Easter (April 18th-30th). H & E Brand exhibited and interestingly we find that a J.C. & E. Brand of Yarmouth exhibited and won a silver medal and £10 for fishermen's apparel. We can find no other reference anywhere to a firm bearing this name and given that they are in the same line of business as Henry Brand, we can only think that it was some sort of one-off special set up for the exhibition.

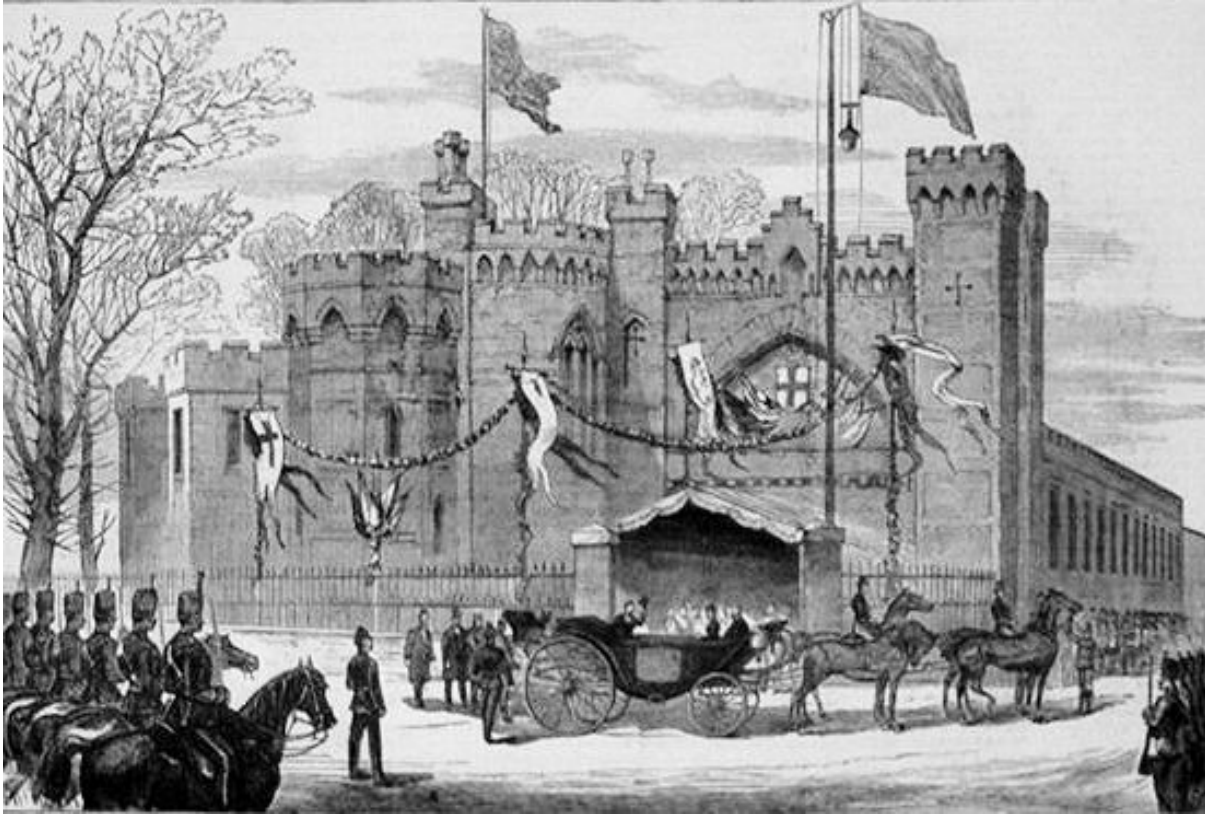


Figure 54 Opening of the 1881 Fisheries Exhibition at Norwich Drill Hall

Later that same year in July a smaller exhibition was held in Volunteer Artillery Drill Hall in Great Yarmouth. We do not know if the Brands exhibited here but would find it strange if they didn't.

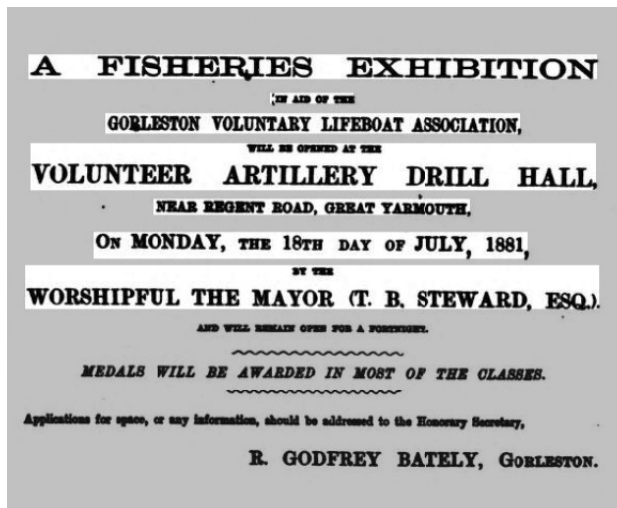


Figure 56 Advert for the 1881 Yarmouth exhibition

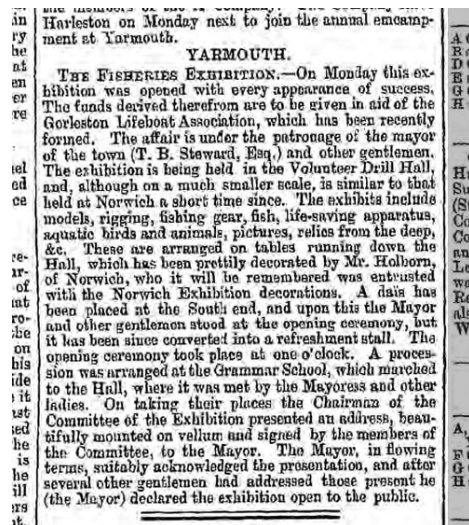


Figure 55 Newspaper report of same

The 1881 Norwich exhibition was seen as a pilot for a bigger International show in London, the first time this had taken place in England. In 1883 this took place on the Royal Horticultural Society Gardens in South Kensington (Where the Science Museum and Imperial College now stand) between 12th May and 31st October. It attracted 2.6million visitors during the near six months it was open (On average almost 19,000 per day). It featured a huge range of diverse exhibitions relating to the industry including garden promenades, attractive fish culturing operations, large and well stocked aquaria, lifeboats, life-saving and diving Apparatus; Sea and fresh-water fishing in all its branches; Fish dinners and how to cook them, under the management of the National Training School for Cookery.

The Brands exhibited at the International Fisheries Exhibition under the Apparel and Personal Equipment section. Gold for General display of Waterproof apparel. They used life-size models of Yarmouth fishermen to display their wares.

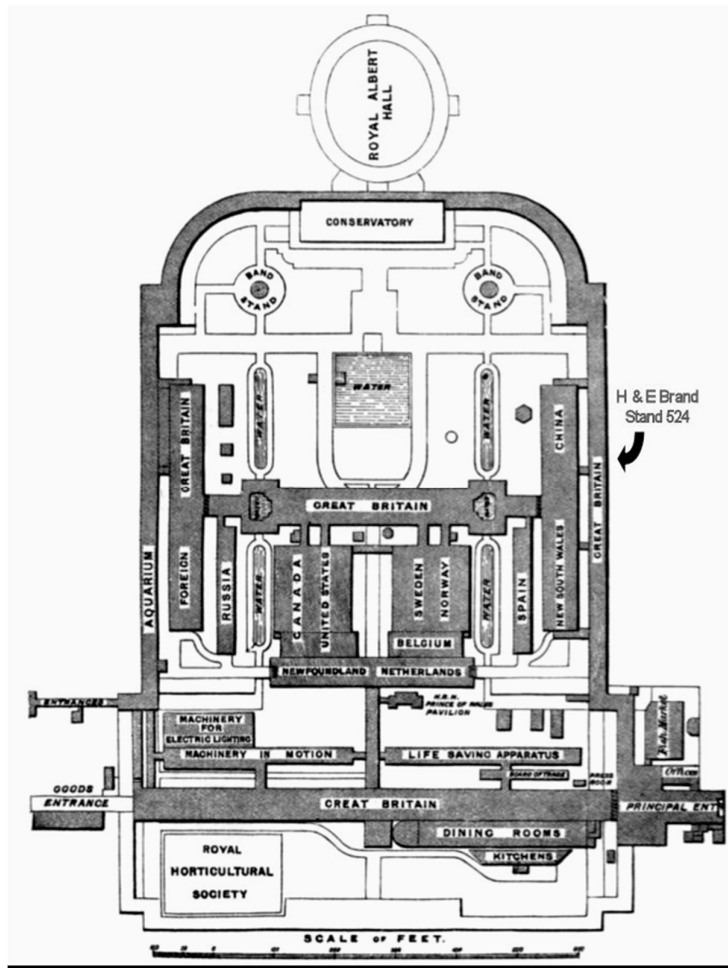


Figure 57 Plan Of 1883 Exhibition showing position of Brand's stand

60 *Great Britain—Division XXI.—East Arcade.*

The programme of the Great International Fisheries Exhibition divides the subjects under this class into—1st. Apparel and Personal Equipment; 2nd. Food and Medicine Chest; 3rd. Models and Plans of Dwellings; and 4th. Contracts of Partnership, Insurance of Life, Boats, Gear; and other branches, however, will probably be suggested at the conferences to be held on the economic condition of fishermen. A gracious Providence supplements the riches of the earth with the riches of the sea for the sustenance of the many millions of the human race. And it should be our endeavour, not only to advance as much as possible the conditions of the industry, but also to improve the economic condition for those engaged in the same.

LEONE LEVI,
Professor of the principles of Commerce and Commercial Law, King's College, London.

DIVISION XXI.—[East Arcade.] See Plan, p. 26.

Apparel and personal equipment.

517. CALLEY & CO., 148 Fenchurch Street, E.C. (1) Samples of "Thésée's" Chemical Oil for the softening, preserving, and rendering waterproof all Leather articles, such as Sea Boots, Fishing Lines, Pump and Fire Hose, Leggings, Harness, &c., &c., and samples of articles prepared therewith.

518. ANDERSON, ABBOTT, & ANDERSON, 37 Queen Victoria Street, London. (1) Fishermen's Oilskin Apparel and Personal Equipment. (2) Waterproof Oilskin Clothing for Fishermen of all nations. (3) The Special "Captain's" Coat. (4) The "Admiral" Coat, with improved fly. (5) The "Plimsoll" Jacket. (6) The Super Leather-bound French Coat, with Epaulets. (7) Trousers, Leggings, and Sou'-Westers of every quality to match Coats and Jackets. (8) Women's Fishing Skirts with Bibs. (9) Women's Fishing Aprons, as supplied to the Newfoundland Fisheries. (10) Men's Fishing Vests, with and without sleeves. (11) Seamen's Bags. (12) The Royal Yachting Coat, as worn by Royalty.

518a. BAIN, MRS. GEORGE, Eaton Road, Hampstead. Specimens of Hand-knitting from the Shetland Islands.

519. CHISIM, ANGUS, 140 & 144 Corporation Street, Belfast. With a Branch in Ardglass, Ireland. (1) Oilskin Trousers, made closed up, without fly or fall, for hauling drift nets. (2) Oilskin Coat, no seam in the body, except the shoulder. (3) Sou'-Wester, with piece round back of the head. (4) Oilskin Trousers, Jacket and Hood in one. Irish Frieze. (5) Trousers and Double-breasted Sleeved Vest, made to button close up, or fold down at pleasure.

520. ROSS, W. R., 23 Longate Street, Peterhead, N.B. Boots to be worn by Fishermen at Sea.

521. HENRY, JAMES HAY, The Pharmacy, Macduff, N.B. Specimens of Linseed Oil, for use in the preparation of Fishermen's Waterproof Clothing.

522. FORBES, WILLIAM, 33 Duff Street, Macduff, N.B. A Specimen Suit of Clothing as worn by Moray Firth Fishermen.

523. TIPPITT, SON, & CO., Plymouth, Fishermen's, Yachtsmen's, and Seamen's Clothiers and Outfitters. Fishermen's Clothing.

524. BRAND, H. & E., Broad Row and Trinity Quay, Great Yarmouth. (1) Grained Water-boots. (2) Entire Personal Equipment of Fishermen. (3) Life-size Models of Fishermen dressed for Sea or Shore Service. (4) Fishermen's Oiled and other Clothing. (5) Hand-knitted and other Guernseys. (6) Hand-knitted Mittens and Stockings.

525. CRAIB, JAMES, & SON, 20 Duff Street, Macduff, N.B. Pair of Fishermen's Sea Boots.

526. WILSON, WILLIAM, Albert House, High Street, Berwick-on-Tweed. (1) Long Herring Fishing Boots. (2) Long Salmon Fishing Boots. (3) Knee Deck Boots. (4) Knee Salmon Fishing Boots. (5) Wading or Shooting Boots. (6) Ladies' Rod Fishing Boots. (7) Gentlemen's Rod Fishing Boots. (8) Gentlemen's Waterproof Wading Stockings and Brogues complete. All Waterproof.

ANDERSON, ABBOTT, AND ANDERSON'S
INDIA-RUBBER MATS.
SUITABLE FOR
SHIPS, YACHTS, STEAMERS, CARRIAGES, ETC.

Figure 58 Catalogue entry

Under the Life-Boats and Life-Saving Equipment category (Jury 7) they also won a Bronze award simply listed as Cork. We know that they had previously – in the shops – displayed the Birkbeck Life-saving Slop, a short jumper covered in oilskin and – presumably – filled with cork, designed to save the life of the wearer if they fall in the water. It was named for the North Norfolk MP Edward Birkbeck who was president of the National Sea Fisheries Protection Association and lived at Horstead Hall near Coltishall. Perhaps this is what they won the award for?

There were many more International Fisheries Exhibitions, indeed they continue to this day. At the time of writing the next – now called Fish International - is scheduled for Bremen, Germany in February 2020.

We have not yet unearthed a complete list of which ones the Brands exhibited at but we shall keep digging away.

